...14, 1952

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# BROADCASTING TELECASTING

PUBLIC LIBRARY
APR 17 1952
DETROIT

...THIS ISSUE

...vision's Freeze
...to Lifted
Page 23

...Battle Lines
...McFarland Bill
Page 25

...ll Asks FCC Probe
...'Blacklisting'
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...ast Starts Radio
...ions Releases
Page 27

...TELECASTING
...ued on Page 65

21ST
...Newsweekly
...Radio and
...Television
...year

"BROADWAY TV THEATRE"

BROADWAY ON TELEVISION

SOLD

A revolutionary new concept of tv programming. Full length original Broadway plays on television . . . the same complete hit play — live — for five consecutive nights, Monday thru Friday . . . starting April 14.

R.J. Reynolds Tobacco Co. Cavalier Cigarettes

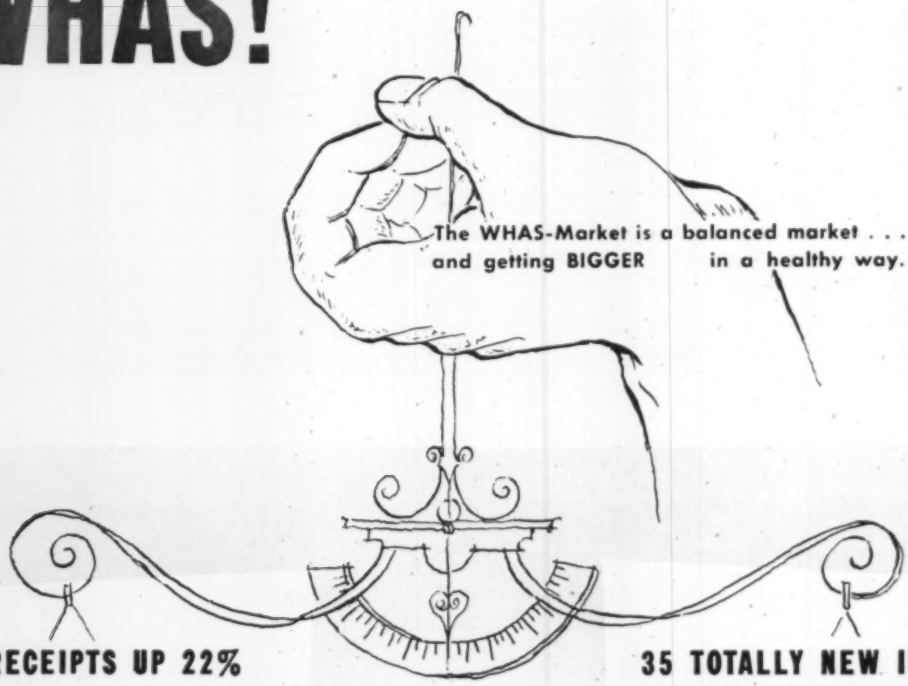
SPONSOR
THE GENERAL TIRE AND RUBBER CO.
CO-SPONSOR

"BROADWAY TV THEATRE"
A WARREN WADE PRODUCTION
WOR-tv channel 9
1440 BROADWAY, NEW YORK. LOngacre 4-8000

NOTE: The majority of the talent costs are already underwritten. Co-sponsorship is surprisingly low.

XUM

# Go where there's GROWTH... go WHAS!



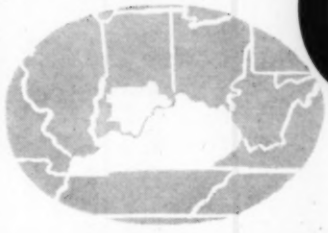

## FARM RECEIPTS UP 22%

In its region, Kentucky's 632 million dollars ranked second only to Texas in cash farm income last year. Kentucky has more cattle than any other Southeastern state, and the value per head is the highest in this area of the nation. Kentucky leads the U.S.A. in rise of land value over pre-war level; and crops in 1951 showed an increase of 24%.

## 35 TOTALLY NEW INDUSTRIES LOCATED IN KENTUCKY IN 1951

Industrial development in Kentucky last year produced nearly 26,000 new jobs, and added more than 1 billion dollars in invested capital. When the new plants go into operation, they will add 80 million dollars to the annual industrial payroll of the state.

No other station—or group of stations in this market can match the audience delivered by WHAS seven days a week; morning, afternoon and night. (Benson and Benson Diary Study, November, December, 1951)



THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

CBS
WHAS
Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago

# HE WINS 'EM ALL — THAT'S THE PROOF!

# CLEVELAND'S NO. 1 DISC JOCKEY

BILL GORDON

Annual Radio Poll
WINNER
CLEVELAND PLAIN DEALER
This is to certify that Bill Gordon
has been voted the Best Disk Jockey
in the 1951 Reader Poll of the Cleveland
Plain Dealer

1951 Winner Cleveland Plain Dealer Radio Poll

It isn't what other local stations CLAIM ... it's what Cleveland listeners KNOW... that really counts! There can only be ONE Number ONE ... and he's it! He has the awards ... the listeners ... the advertisers ... to prove it! And, with WHK's 5,000-watt coverage of 17 counties and ONE MILLION radio families ... WHAT A BUY!

1951 **Double** Winner Cleveland Press Radio Poll

1951 A. F. R. A. Award Winner

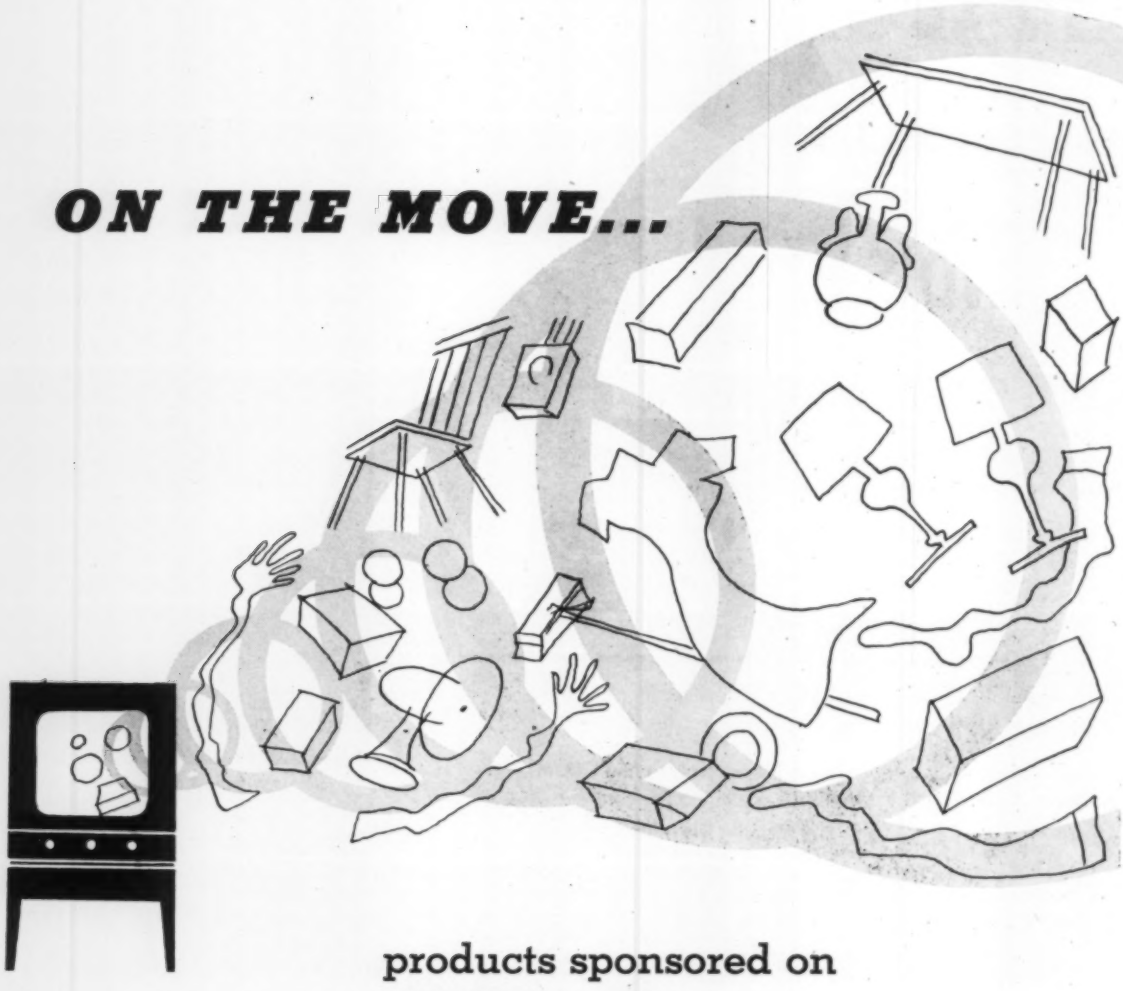
# WHK

CLEVELAND

*Represented by Headley-Reed Company*


Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

# ON THE MOVE...



products sponsored on

## WGAL-TV LANCASTER, PA.

Advertisers, both local and national, find their products moving—rapidly, profitably—when WGAL-TV does the selling. It's the overwhelming sales favorite in the large, prosperous mid-Pennsylvania area it covers. This popularity is readily understandable because WGAL-TV gets quick results in this flourishing market. It carries top shows from four networks . . NBC, CBS, ABC and DuMont. And, its many local telecasts are carefully planned to meet the needs and interests of the communities it serves. Let WGAL-TV move your product in its wide, prosperous market area.

A Steinman Station • Clair R. McCullough, President

WGAL AM TV FM

*Represented by*

**ROBERT MEEKER ASSOCIATES** Chicago • San Francisco • New York • Los Angeles

# at deadline

## CLOSED CIRCUIT

WILL PRESIDENT TRUMAN become radio-TV personality after he retires next January? There are folks interested in retaining him as commentator on public affairs and he soon may be getting bid. Thus he might follow in footsteps of his daughter whose $100,000 contract makes her just about highest paid of "first year" performers in show business annals.

HOW MANY hearings will be entailed in FCC TV proceedings? It's anybody's guess but best judgment is there will be hearings involving every city of 50,000 or more having VHF assignments.

WITH FCC hard pressed because of lack of appropriations, indications are that most of hearings stemming from final TV allocations will be held in Washington. That's because FCC has limited travel expense and cannot send its task forces into field in sufficient numbers to cope with problems ahead.

LOOK FOR APPOINTMENT of Clayton B. Fritchey, civilian chief of Office of Public Information, Dept. of Defense, as public relations consultant to Democratic National Committee.

INDICATION of tribulations stemming from 1,000 ft. antenna height limitation placed on stations in new TV Zone I (See Page 23) is plight of WBEN-TV Buffalo. Station last year got grant for 1,000-ft. tower, bought land and erected transmitter building 20 miles out, spending about $200,000. Tower steel is ready, but would put antenna about 1,200 ft. above average terrain. Thus, Channel 4 station must reduce 100 kw maximum permitted power about one-third. Or it might lop off 200 ft. from tower. Alternative would be to move proposed tower to another site, and lose vast investment made in good faith.

NEWEST big-league entries in TV film syndication field expected to be *Call of the Yukon* and *The Green Hornet*, properties of Trendle-Campbell, now syndicated for radio. Programs, in pilot film, are being produced by Jack Certak at Apex in Hollywood under direction of George Trendle and H. Allen Campbell.

AMONG FIRST citizens to be served with advance copies of final TV allocation (in addition to press) were all members of Senate and House Interstate Commerce Committees in which communications legislation originates.

WITHIN week, members of American Television Society and Radio Executives Club of New York will receive ballots on which to vote for or against merger of two organizations. If approved, new organization, as yet unnamed, will start functioning with opening of 1952-53 fall-winter-spring season next October.

SUGGESTIONS for name for proposed com-

*(Continued on page 6)*

## TV HEARING STATUS DEFINED BY FCC

TV APPLICANTS for following cities, who have been in hearing status since before the imposition of freeze Sept. 20, 1948, are being removed from hearing status today in line with decision of Commission in final TV report:

Hearings begun — Boston, Providence, San Francisco, Cleveland, Detroit, Cincinnati, Reading, Philadelphia, Harrisburg, Milwaukee, Allentown - Bethlehem, Atlantic City, San Diego.

Hearings designated, dates set, but never begun—Hartford, Atlanta, Fall River, Miami, Kansas City, St. Louis, Albany (N. Y.), Charlotte, Akron, Youngstown, Pittsburgh, Wilkes-Barre, York (Pa.), Dallas.

Hearings designated, dates never set—Fresno, Sacramento, San Jose, Denver, Waterbury, Chicago, Indianapolis, Des Moines, New Orleans, Portland (Me.), Lowell (Mass.), Springfield (Mass.), Holyoke, Worcester, Flint, St. Joseph, Omaha, Buffalo, Niagara Falls, Rochester (N. Y.), Oklahoma City, Tulsa, Portland (Ore.), Memphis, Houston, Richmond, Seattle, Wheeling, Madison.

## WJBK POWER BOOST

ANNOUNCEMENT will soon be made by FCC of approval of grant to WJBK Detroit to change frequency from 1490 kc to 1500 kc and boost power from 250 w to 10 kw day, 5 kw night, directional antennas night and day, thus ending four-year-old case. Fort Industry station's move is predicated on similar move by WABJ Adrian, Mich., from 1500 kc to 1490 kc and from 250 w daytime, to 250 w fulltime, also to be approved by FCC. Among 10 stations involved in case, which went through hearings and oral argument, were KSTP Minneapolis-St. Paul and WTOP Washington. Examiner's initial decision late last year proposed to make grant, but exceptions were taken by FCC's Broadcast Bureau. WJBK's directional antenna will have eight towers.

## BUSINESS BRIEFLY

WILDROOT LOOKING ● Wildroot Co., N. Y., contemplating spot announcement radio campaign on West Coast. Availabilities are being lined up with final decision expected next week. Agency, BBDO, New York.

SERUTAN ADDS ● Serutan Co., N. Y. (Serutan Geritol), to air its DuMont Network *Battle of the Ages* (Tues., 9-9:30 p.m. EST) on 12 stations with addition of WTVJ (TV) Miami and KING-TV Seattle. Agency, Franklin Bruck Adv., N. Y.

CIGAR APPOINTMENT ● La Primadora Cigar Corp., N. Y., names Monroe Greenthal Co., same city, as advertising agency.

AGENCY NAMED ● Rilling Dermetics Co., N. Y., manufacturer of cosmetics, names Ruthrauff & Ryan, same city, to handle advertising, effective May 1.

WAFFLE CORP. SPOTS ● Waffle Corp. of America, Philadelphia (frozen waffle mix), through J. M. Corn Co. there, preparing radio and TV chainbreak campaign starting April 29 for 13 weeks in half-dozen markets.

POPSICLE DISCS ● Joe Lowe Co., N. Y. (Popsicles), placing five-minute transcribed show featuring Buster Crabbe adjacent to network and local children's shows, on local station basis. Agency, Blaine-Thompson, N. Y.

SINGER IN TEXAS. ● Singer Sewing Machine Co. extending radio spot campaign to Texas, in cooperation with dealers. Agency, Young & Rubicam, N. Y.

AGENCY NAMED. ● Delaware Valley Dairy Inc., Trenton, names N. W. Ayer & Son to handle advertising. Firm distributes Sealtest products and is National Dairy subsidiary.

## Liberty Seeks Last-Minute Court Relief

LIBERTY Broadcasting System slated to go into Chicago Federal District Court this morning (Monday) in effort to preserve its network structure and its major feature, baseball broadcasts. Amending its original complaint charging restraint of trade against 13 major league ball clubs, Liberty attorneys Friday filed complaint naming Western Union as co-defendant. It charges illegality on part of leagues and member clubs and Western Union, with which American and National Leagues have had contracts since 1943, paying $24,000 each per year.

According to contractual terms, clubs can control parties using Western Union wire lines from parks, complaint alleges. Liberty says Western Union is licensed as common carrier under terms of Communications Act, which provides that facilities must be unrestricted and available to anyone. Amended complaint therefore charges illegal contract terms and petitions for temporary restraining order permitting Liberty to participate in baseball season which starts Tuesday.

Liberty's plan, if relief is granted by Judge John P. Barnes, is to carry live broadcasts of Brooklyn Dodgers and Chicago White Sox, with which it has contracts, and to recreate top games of other teams in both leagues. Only remaining team not included in either category is Cincinnati Reds, expected to "go along with live broadcasts".

Liberty's main objective is to prolong suit with temporary restraining order followed by temporary injunction, latter remaining effective until outcome of conspiracy hearings. Network reportedly faces possible loss of many affiliates who signed originally for ball games.

for more AT DEADLINE turn page

# at deadline

## REYNOLDS, GENERAL TIRE TO CO-SPONSOR DRAMAS

R. J. REYNOLDS TOBACCO Co. has signed for co-sponsorship, with General Tire & Rubber Co., of WOR-TV New York's new *Broadway TV Theatre*, which starting tonight (Monday) will present full-length Broadway dramatic successes, each of which will be carried five consecutive evenings [B•T, March 31].

This week's show is "The Trial of Mary Dugan," and will be seen at 7:30 p.m. Monday, Tuesday, Thursday and Friday and at 8 p.m. on Wednesday, featuring Ann Dvorak and Vinton Hayworth. Other Broadway hits have been lined up for showing in successive weeks.

Reynolds, sponsoring for its Cavalier cigarets, and General Tire & Rubber will alternate in taking first 45 minutes of each show. Move to present same show on consecutive nights is part of plan for general program strengthening which has been in progress since General Tire became major stockholder of WOR radio and TV properties early this year.

Agency for Reynolds, which signed for 52 weeks, is William Esty & Co., New York; for General Tire, D'Arcy Adv. Co., New York.

## EDUCATORS HAIL THAW

JOINT Committee on Educational TV hailed educational reservations included in FCC's final order unthawing the TV freeze released today. Statements were issued by Ralph Steetle, executive director of JCET, and following educators: Dr. Edgar Fuller, chairman of JCET; President David Henry of Wayne U., vice chairman of JCET; President Arthur S. Adams of American Council on Education; Willard E. Givens, executive secretary of National Education Assn.; Seymour N. Siegel, president, National Assn. of Educational Broadcasters; Belmont Farley, National Education Assn. representative on JCET; James H. Denison of Michigan State College, representing land grant colleges and universities on JCET; Dr. A. N. Jorgensen, president, U. of Connecticut.

## POWER OF SPOT SHOWN

ADVANTAGES of spot broadcasting as advertising to be shown in presentation by National Assn. of Radio & Television Station Representatives, slated for preview tomorrow (Tuesday) before business press in New York. Tom Flanagan, NARTSR general manager, will handle presentation following luncheon at Biltmore Hotel.

## ADMIRAL SALES HOLD UP

INTEREST in political conventions will bring Admiral Corp.'s sales of radio and TV sets in first half of 1952 to about same level as last year, President Ross D. Siragusa said in Chicago at annual stockholders meeting. Admiral is sponsoring both conventions on ABC-AM-TV.

## TWO NBC RADIO PROJECTS

NBC RADIO believed interested in new show, just auditioned, titled *Meet Your Match*, featuring Jan Murray. Network has taped another new program, *Word by Woolley*, quarter-hour show featuring Monty Woolley.

## In this Issue—


The freeze is thawed; 2,053 TV stations assigned to 1,291 communities in the FCC's Sixth Report and Order. Of these, 242—of which 80 are VHF—are reserved for non-commercial educational use. Main story and highlights of the report on *Page 23*. Comparisons between new allocations and those proposed a year ago in the Third Report are on *Page 24*. Full text of the report is published in the special Part II of this issue. Procedures to be followed by applicants, now that TV is opened for business nationwide, are described in detail on *Page 65*. Concurring opinion of Comr. Webster and dissents of Comrs. Jones and Hennock on *Page 24*.

House version of the Senate-passed McFarland Bill, first piece of basic legislation affecting broadcasting to get this far in Congress since the Communications Act was passed in 1934, is exposed in detail. Some of its provisions give the FCC far more authority than it now has or claims. *Page 25*.

Manhattan Soap drops high-rated TV program to put the money into spot radio. It's only one of several big moves by sponsors reported in the week. *Page 29*.

Edgar Kobak is named president of the Advertising Research Foundation which is off to a well-heeled start on several vital projects. *Page 27*.

American Civil Liberties Union seeks full-dress FCC investigation of blacklisting in radio and television, charges four networks and two stations with allegedly discriminating against specific performers. *Page 25*.

U.S. Census Bureau issues first statewide report of radio and TV circulation in 1950. It's for Delaware and it shows that radio saturation rose from 87% in 1940 to 96.2% in 1950. *Page 27*.

Sen. Hubert Humphrey wants to remove from tax deductions the cost of institutional advertising that expresses political attitudes. He'll probably have a fight on his hands. *Page 31*.

One of the biggest headaches of the TV film industry is undercapitalization, but generally the future for the industry looks promising. Here's a report on a meeting of the National Television Film Council in New York. *Page 66*.

Edward J. Noble says there won't be any more radio rate cuts at ABC this year. *Page 48*.

Ohio State U. Institute for Education by Radio-Television announces 16th batch of broadcasting awards. *Page 44*.


## *Upcoming*

**April 16: "Brand Names Day" conference, Waldorf-Astoria, New York.**

**April 16: BAB Sales Clinic, Los Angeles.**

**April 17-20: Ohio State U. Institute for Education by Radio-Television, Deshler-Wallick Hotel, Columbus, Ohio.**

**April 19: Ohio Assn. of Radio News Editors, Deshler-Wallick Hotel, Columbus, Ohio.**

**(Other Upcomings page 38)**

# Closed Circuit

*(Continued from page 5)*

bined ATS-REC range from American Ra & Television Society (ARTS) to Radio & Te vision Executives (RATE), affording me bers opportunity offered by broadcast me for choosing either creative or commerc path to success.

IN ANTICIPATION of big business in T more than one top FCC lawyer (as well engineer) contemplating hanging out shing or being importuned to join existing firm Half-dozen lawyers have left in recent wee

ANOTHER manifestation of anticipated T business seen in splitting up of both law a engineering firms. So far there has been o in each field, while engineers, who have be in government or non-radio-TV practice du ing lean period of freeze, are re-establishi themselves in broadcast operations.

WHILE entire FCC was working overtime meet its April 14 deadline on final TV alloc tions, Comr. Robert F. Jones worked pra tically around clock in writing his volumino dissent protesting overall allocations. F several weeks, he took 15 minutes for de lunch and kept away from telephones.

## NBC ARRANGES SERIES OF RADIO WORKSHOPS

PLANS for four radio promotion-press-me chandising workshops between NBC netwo officials and affiliated stations, with first to held in New York's Waldorf-Astoria May 1- announced Friday by Jacob A. Evans, NB radio advertising and promotion manager.

Other two-day meetings—"to effect close liaison and mutual understanding" betwee station officials, promotion and publicity ma agers and their network prototypes—to be he in Chicago, May 5-6; New Orleans, May 8-9 and Hollywood, May 12-13.

All workshops to follow same format: Fir day, station heads to hear of network sale promotion, merchandising, publicity, exploit tion, news and research operations, plus ge eral network plans for rest of year. Secon day, network officials and station heads to di cuss means for affiliates' maximum use of tho network plans. Then station members to ha closed session, followed by network-static meeting for further discussion.

Network officials to participate in New Yo workshop include: Joseph H. McConnell, NB president; John K. Herbert, vice president Radio Network Sales; Charles C. Barry, vic president of Radio Network programs; Wi liam F. Brooks, vice president of public rela tions; Sydney H. Eiges, vice president of pres and information; Mr. Evans; Clyde L. Clem radio audience promotion supervisor; Fred N Dodge, merchandising director; Henry Cas sidy, radio news-special events director; Hug M. Beville Jr., plans and research director and Fred Shawn, radio station relations man ager.

## LORILLARD CHANGES

P. LORILLARD Co. (Old Gold cigarets) replacing its 8:30-9 p.m. portion of *Stop th Music* on ABC-TV (Thurs., 8-9 p.m.) wit *Chance of a Lifetime*, starring Dennis James beginning May 1. Agency is Lennen & Mitch ell, N. Y. ABC-TV planning to continue 8-8:3 p.m. *Stop* segment (being dropped by Haze Bishop Inc. and Toni Co. in favor of anothe time period) while seeking new sponsor.

**for more AT DEADLINE see page 98**



XUM

# These Accounts Know...

*and year after year, more national advertisers learn...*

## for Successful Summer Selling in Worcester Use Independent WNEB!

**Foods**

Bond Bread
Borden's Instant Coffee
Chase & Sanborn Instant Coffee
Chase & Sanborn Regular Coffee
Crisco
Fleischmann's Yeast
Frostee
G. Washington Coffee
Hollywood Bread
Jelke Margarine
Jello
Kellogg's All Bran
Lettuce Leaf Salad Oil
Lipton Tea
Presto Cake Flour
Ralston Purina
Sterling Salt
Tenderleaf Tea

**Drugs**

Anacin
Carter's Pills
Ex-Lax
Histoplus

**Soaps**

Camay
Duz
Ivory Bar
Ivory Flakes
Ivory Snow
Joy
Spic and Span
Surf
Tide

**Beer**

Carling's
Narragansett
Schaefer
Utica Club

**Gasoline**

Atlantic
Esso

**General**

Camels
Griffin Shoe Polish
Hughes Aircraft
Ladies Home Journal
Lilt Home Permanent
Metro Goldwyn Mayer
New York Central
Quick Elastic Starch

## You're in Good Company on WNEB!

The 45 National accounts listed used WNEB during June, July or August, 1951 . . . a 36% increase over 1950!

Some of the above accounts have been with WNEB for 5 consecutive summers!

Yes, there's a trend to WNEB —for reasons why—for ratings and rates—call in our representative today.

# WNEB

**WORCESTER MASSACHUSETTS**

Represented by: THE BOLLING COMPANY, INC.

RELAX!

Let WGST handle your sales problem in the Atlanta market. 28 years of successful selling in this steadily growing area coupled with the top ABC and local shows PLUS high-powered merchandising support PLUS complete market coverage make WGST your sales tool to gain distribution and consumer acceptance. Get the full story on Atlanta's favorite station by contacting WGST or our national representatives.

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

*Published Weekly by Broadcasting Publications, Inc.*

**Executive, Editorial, Advertising and Circulation Offices:**
**870 National Press Bldg.**
**Washington 4, D. C.** **Telephone ME 1022**

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WASHINGTON HEADQUARTERS

**SOL TAISHOFF, *Editor and Publisher***

**EDITORIAL:** ART KING, *Managing Editor;* EDWIN H. JAMES, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* Dave Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor.* STAFF: John H. Kearney, Patricia Kielty, John Osbon, Keith Trantow. EDITORIAL ASSISTANTS: Pat Kowalczyk, Don Mortimer, Jean S. Henry, Hilda Toler; Gladys L. Hall, *Secretary to the Publisher.*

**BUSINESS:** MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadl, Doris Kelly, Joan Sheehan; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston, *Assistant Auditor.*

**CIRCULATION AND READERS' SERVICE:** JOHN P COSGROVE, *Manager;* Doris J. Buschling, Ruth D. Ebert, Madeleine Tress, Elwood M. Slee, Clyde Baker.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *Plaza 5-8355;* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Dorothy Munster, William Ruchti, Liz Thackston.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

**Annual subscription for 52 weekly issues $7.00.**

**Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.**

**Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.**

**Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.**

**Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.**

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

*Copyright 1952 by Broadcasting Publications, Inc.*

In some countries products are endorsed by the Crown, and bear the arms of the royal family. That gives them prestige which stimulates sales.

But in democratic America our products are endorsed solely by the approval of the American people, and are identified by brand names and trademarks that have won esteem the hard way.

Here every product must stand on its own feet, and fight for survival in the intense competition of the market place.

Here there is no easy road to popularity or leadership—no suggestion from government as to what you shall buy or what you shall pay. Under our brand system, which is the very keystone in the structure of our free economy, people can separate the wheat from the chaff and make their purchases solely on the basis of merit and appeal to their personal tastes and preferences.

Our system of brand names and advertising is important to the American way of life for two other basic reasons:

1. It develops broad markets for our goods, which in turn stimulate volume production. As a result, many conveniences that would otherwise be luxuries can be sold at prices almost everyone can afford.

2. Brand competition spurs our manufacturers to greater efforts to please us. And this results in constant product improvement and the birth of many new products to add to our comfort and happiness.

• • •

Getting this story across, simply, clearly, is an important job—a task that calls for the concentrated efforts of all who have a stake in the success of manufacturers' brand names.

*Brand Names Foundation*
INCORPORATED

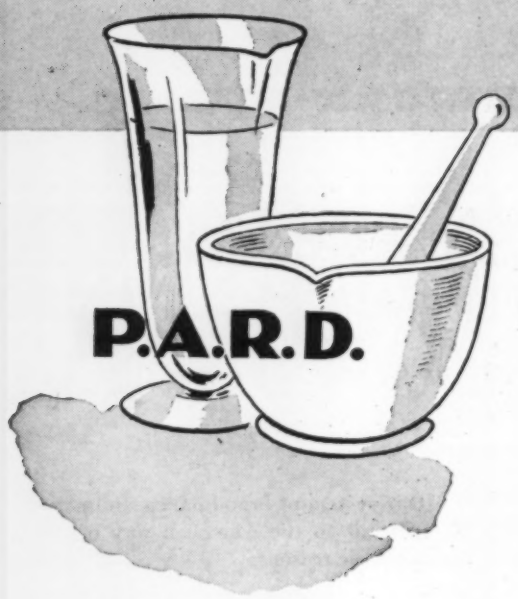
A NON-PROFIT EDUCATIONAL FOUNDATION • 37 WEST 57th ST., NEW YORK 19, N. Y.

WEDNESDAY, APRIL 16TH, BRAND NAMES DAY – 1952

This space is contributed by BROADCASTING • TELECASTING

# First IN RADIO

IN WFIL-




## for Drugs

### 2,300 INDEPENDENT DRUGGISTS PUSH WFIL-ADVERTISED PRODUCTS

An exclusive arrangement with the Philadelphia Association of Retail Druggists and its affiliates now makes WFIL "the voice of the independent druggist" in the heart of this rich coverage area. Here's a tailor-made plan for you to cash in on full co-operation by 2,300 druggists who account for 75 per cent of Philadelphia's retail drug volume. Here's a plan which once again gives a head start in merchandising to WFIL advertisers!

### DISPLAYS!

Each week a different product will be featured on an eye-catching WFIL Spotlight Drug display set up in PARD member stores. This tremendous point-of-sale impact can be yours—exclusively—for seven days!

### DIRECT MAIL!

The Spotlight Drug of the week is promoted through PARD direct-mail product notices to members in Philadelphia and seven neighboring counties. WFIL designates the product with PARD's prior approval.

### RADIO JACKPOT!

A daily telephone jackpot quiz is featured on the PARD-sponsored Skip Dawes disc jockey show. Cash awards go to consumers who can answer a question on the Spotlight Drug of the week, and to the druggist who submitted the winner's entry blank. A sure-fire gimmick to pull customers to your display.

### EFFECTIVE SPOTS!

Any WFIL-advertised drug product which uses the equivalent of six minute spots a week for 13 weeks is eligible for the Spotlight Drug promotion. When you schedule WFIL you hit hard in an area with 6,800,000 people and more than $9 billion in buying power.

**FOR FULL DETAILS CONSUL** TH

# MERCHANDISING

# adelphia

*... America's Third Market*

## for Food

### 500,000 FOOD FAIR CUSTOMERS WEEKLY STOPPED BY SPECIAL MERCHANDISING DISPLAYS

Food Fair, one of the nation's leading supermarket chains, has made a special co-operative agreement with WFIL covering its Philadelphia-area stores. Now WFIL can offer advertisers valuable point-of-sale merchandising and a strong tie-in with a successful women's show. You'll reach an estimated 500,000 shoppers at point-of-sale each week under this plan. Here's another example of how WFIL leads Philadelphia radio stations in merchandising sponsors' products.

### DISPLAYS!

Special merchandise displays for qualifying WFIL advertisers will be erected each week in 35 busy Food Fair markets. A different advertiser will be featured every seven days on these attractively-designed displays. It's an ideal way to put your product in position where it can't be missed by a half-million shoppers!

### POINT-OF-SALE CO-OPERATION!

Wherever possible, Food Fair will use point-of-sale and other display material prepared and furnished by the advertiser. This is a worthwhile plus to the basic merchandising plan—a plan that's worth real money to every food advertiser.

### COVERAGE IN 35 SUPERMARKETS!

Food Fair is one of the three leading supermarket chains in Philadelphia. You cover these markets by taking part in WFIL's merchandising plan: Philadelphia, Trenton, Chester, Wilmington, Atlantic City, Coatesville, Bryn Mawr, Jenkintown, Norristown, Camden, Collingswood, Vineland.

### PARTICIPATION!

WFIL's Spotlight Foods Service is available to advertisers who buy three or more participations a week in the popular Mary Jones Show, for a minimum of 13 weeks. This show has proven pulling and selling power throughout the 14-County Philadelphia Retail Trading Area, where WFIL's voice is strongest.

**THE KATZ AGENCY OR WFIL**

**WFIL**

560 kc.

The Philadelphia Inquirer Station

*An ABC Affiliate*
*First on the Dial*
*In America's Third Market*

Represented by THE KATZ AGENCY

# THIS APE IS NO MONKEY!

He's a chimpanzee. To monkeys and chimpanzees that makes a lot of difference.

Similarly, all radio stations are radio stations . . . . but there are some very important differences.

Take KOMA for example. We look, sound and act like most quality radio operations, but the difference is *personality!* Oklahomans have an affection for KOMA that has been carefully nurtured through years of public service by our farm, special events, marketing and charities departments. They *trust* KOMA . . . so can you.

**KOMA** *Avery-Knodel,* INC.
RADIO STATION REPRESENTATIVE
**50,000 WATTS • CBS RADIO**
J. J. BERNARD *Vice-President and General Manager*

## agency

**STEPHEN P. BELL**, account executive, Ruthrauff & Ryan, N. Y. elected a vice president.

**WALLACE L. SHEPARDSON**, vice president-general manager, James Thomas Chirurg Co., Boston, elected to board of governors of New England Council, American Assn. of Adv. Agencies.

Mr. Shepardson

**CHARLES HULL WOLFE**, director TV commercials, McCann-Erickson Inc., N. Y., transferred to Los Angeles office in same capacity.

**JOHN C. APPLETON**, account executive, Gray Adv., N. Y., to Ellington & Co., that city, in same capacity.

**NOEL CHARLES**, British film attache in Rome, Italy, named coordinator of TV film production and personal representative in Europe for Ted Baldwin Inc.

**BOB KESTEN**, manager of Toronto office of O'Neil, Larson & McMahon Adv., appointed to trustee vacancy on East York Board of Education.

## on all accounts

SEVEN years ago, Claire Koren decided that advertising was a fascinating field and made up her mind to be part of it all.

Canvassing the Los Angeles advertising agencies, she found an ally in Foote, Cone & Belding which recognized the initiative and determination of young, attractive Claire and promptly set her to work as a service girl on the Sunkist account.

Now media director of The Mayers Co. Inc., Los Angeles, Miss Koren has never changed her mind about advertising. To her there is still nothing so exciting as planning a campaign and seeing it through. Working on the premise of "good hard work" plus just enough "guess work" she still finds the field a constant challenge.

Six years "apprenticeship" at FC&B taught her many of the ins and outs of advertising, particularly in radio and television.

Miss KOREN

About a year after joining the agency, she was made assistant timebuyer; about a year and a half later she got a taste of other media when she was assigned to help set up a new Contract Department, acting as liaison between media and account secretaries. In June 1949, the agency timebuyer left. Miss Koren was called away from her contracts to fill the post.

In that capacity she worked on national radio and TV accounts including Union Oil, Purex, as well as Sunkist. She had the further advantage of learning about television at an early date because of an association with an agency that recognized the potentialities of the new medium almost from its start.

As timebuyer she was in on two important national debuts on television, that of Sunkist's line of frozen anud canned citrus products, and Union Oil's Royal Triton motor oil.

In October 1951, Miss Koren left FC&B to take her present position with The Mayers Co. That 37 year old agency, under the quiet direction of advertising veteran Henry Mayers, also has been alert to the potentialities in television advertising. The agency's growing television department has its own facilities for producing films, as well as its own projection room.

Recently the firm published and distrbuted to manufacturers a booklet entitled *"What Does TV Advertising Cost?"*, listing rates of local TV stations, in addition to information on how the medium can be successfully used. Quarterly revisions will be made on the well received booklet.

Among the agency's radio and television accounts are Sears, Roebuck & Co., Los Angeles, currently carrying the hour weekly *Dude Martin Show* locally on KTTV

*(Continued on page 88)*

# beat

PAUL J. BASINGER, executive vice president, McGiveran-Child Co., Chicago, has purchased complete stock from MILTON J. KLEE, president, who is no longer associated with firm.

CHARLES L. MOSS to staff of Walter J. Klein Co., Charlotte, N. C.

EDGAR WILBORN to Aubrey, Finlay, Marley & Hodgson, Chicago, as member of copy staff.

ROBERT CLEAR, Young & Rubicam, N. Y., to Doherty, Clifford & Shenfield, that city, in radio-TV department.

DUDLEY N. ROCKWELL to Fuller & Smith & Ross, Chicago, as account executive, from Dallas Jones Productions, same city, where he was account executive-sales manager.

HENRY J. SENNE has purchased controlling interest in Roberts & MacAvinche, Chicago. Name will change to Roberts, MacAvinche & Senne.

JAMES BARKER, account executive, A. W. Ellis Co., Boston, to Mayers Co., L. A., in similar capacity.

JACK K. CARVER returns to traffic department, Hazard Adv., N. Y., after serving 17 months with U. S. Infantry.

JERRY CROLLARD, account executive, Ruthrauff & Ryan, Seattle, elected chairman of Puget Sound Chapter, American Assn. of Adv. Agencies. FLOYD FLINT, manager of Seattle office, J. Walter Thompson Co., elected vice president and HOWARD SMITH, Condon Co., Tacoma, is new secretary-treasurer.

THOMAS H. SHANKS, copy writer, Sears, Roebuck & Co., Chicago, and D. JAMES DeWOLFE, account executive, Walter J. Klein, Charlotte, N. C., join MacFarland, Aveyard & Co., Chicago, in similar capacities.

WILLIAM R. CLAXTON, formerly with Lambert & Feasley and Ruthrauff & Ryan, both N. Y., to Harry B. Cohen Adv., N. Y., as art director.

JACK KADUSON, William H. Weintraub & Co., N. Y., to Roy S. Durstine, same city, as member of executive staff.

DON C. JOHNSON, account executive, BBDO L. A., to sales staff, Reuben H. Donnelley Corp., that city.

RALPH R. LEDDER, advertising manager, W. & J. Sloane, Beverly Hills, to Walter McCreery Inc., that city, as account executive.

CRAIG MAUDSLEY, owner, Craig Maudsley Adv., Seattle, resigned as president and disposed of all interests in Maudsley-Miller Inc., Hollywood.

J. C. BALSON, director of media, Vickers & Benson Ltd., Toronto, to same position with McKim Adv. Ltd., that city.

LAURENCE E. DAVIDSON joins Botsford, Constantine & Gardner, Portland, as service-media assistant.

GENE STURM, WCCO Minneapolis, to Rand Adv., N. Y., as account executive.

GENE MASTERS, advertising manager, Denver Chemical Mfg. Co., N. Y., to Dowd, Redfield & Johnstone, N. Y., as assistant to EDMUND F. JOHNSTONE, executive vice president.

JULIUS HARBURGER, Warwick & Legler, N. Y., to copy staff of Pack Adv., that city.

NED WATKINS, formerly with *Camden Courier* and *Philadelphia Record*, to John LeCerda Adv., Phila.

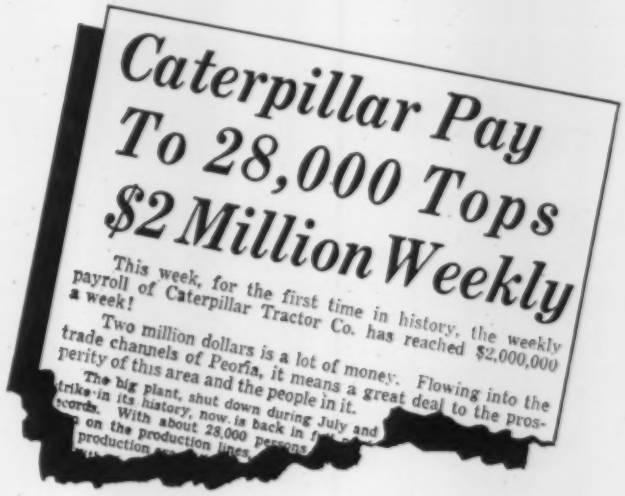
MEDBERRY & BARTH, L. A., merges with CARSON-ROBERTS Inc., that city, with offices at 8811 Alden Drive under name CARSON-ROBERTS Inc. Telephone is Bradshaw 2-2719.

SID SLON, script editor, Ruthrauff & Ryan, N. Y., father of boy, April 7.

ED SHAPIRO Adv, Phila., moves to larger quarters in Fox Bldg., that city.

TED HAINES promoted to production manager, Adolph L. Bloch Adv., Portland. EARL GRAY joins agency as art director.


# Obviously OUTSTANDING . . .


Caterpillar Pay To 28,000 Tops $2 Million Weekly
This week, for the first time in history, the weekly payroll of Caterpillar Tractor Co. has reached $2,000,000 a week!
Two million dollars is a lot of money. Flowing into the trade channels of Peoria, it means a great deal to the prosperity of this area and the people in it.
The big plant, shut down during July and

Proof again that the prosperous Peoriarea market is a must on your market list! One industry with 28,000 employees earning over $2 million each week—that's mass buying power . . . and when you add the $30 million that Caterpillar spent last year among 439 Peoriarea merchants for products ranging from peanuts to industrial cranes . . . and look at Peoria's many other industries and its rich agricultural market . . . you can see that PROSPEROUS must be capitalized to describe the Peoriarea market.

## WMBD Dominates the Rich Peoriarea Market

WMBD, the mass medium for Peoriarea, reaches and sells more of these people than any other radio station in the area. Advertisers use WMBD to tell their story beginning at 5:55 in the morning and don't stop until after 11:15 at night. Their commercial messages are beamed to the rich PROSPEROUS Peoriarea "mass buying power" . . . the sales results prove it!

*WMBD—THE NO. 1 STATION IN THE MIDWEST'S NO. 1 TEST MARKET*

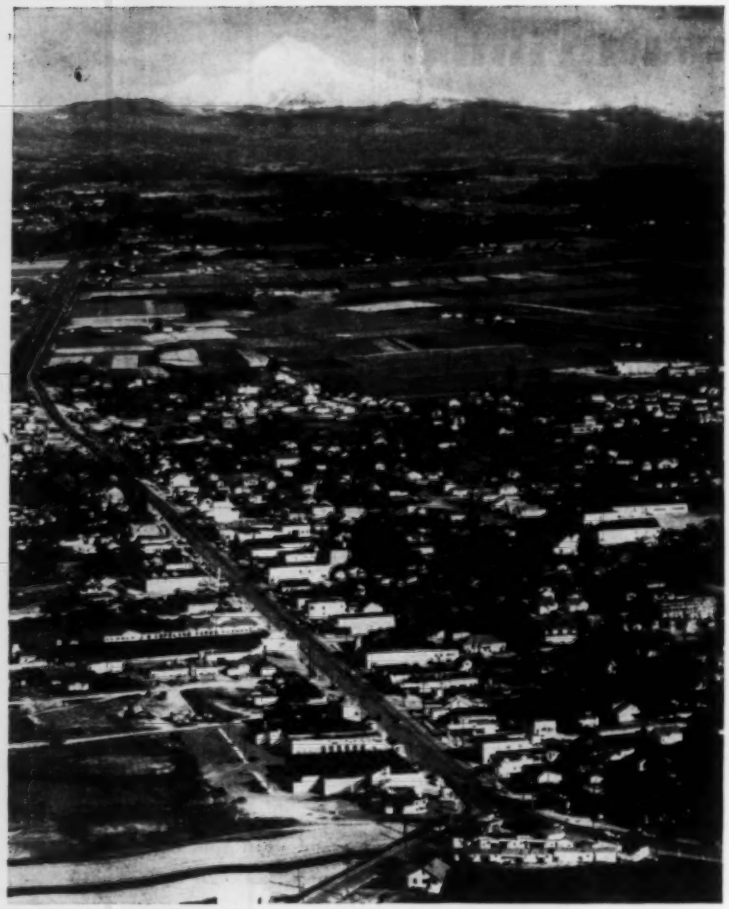
See Free & Peters . . .

AM WMBD FM

FIRST in the Heart of Illinois

PEORIA

CBS Radio Network 5000 Watts



# THE *People's Choice** IN PORTLAND OREGON

## PARKROSE BUSINESS DISTRICT

Merging with part of Multnomah county's fine agricultural district, it is one of the leading shopping centers in the Portland area.

**In community after community, people declare KGW is the "People's Choice"! This acceptance is no accident. More than 30 years of continuous operation plus diversified programming combine to make this pioneer station a dominant advertising medium without equal. Read what Portland area residents say about KGW and learn why you, too, will benefit by placing your copy on the station that delivers results!**

RAY GILL, Oregon State Grange Leader

DON YATES, Woodland Park Booster Club President

## COMMUNITY CIVIC LEADERS

Men such as these three community leaders in the Parkrose district say, "KGW is the leading station in the Portland area." With support from such well-known business leaders KGW can assure advertisers of the utmost in listener loyalty.

FRED SCHWARY, Parkrose Chamber of Commerce President

**KGW**

NBC AFFILIATE

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.

# THESE PARKROSE PEOPLE HAIL KGW's LEADERSHIP

**DRUGGIST** "The most productive advertising in Portland radio is KGW... the favorite in this area," states Douglas Densem, Parkrose Pharmacy.

**BANK MANAGER**

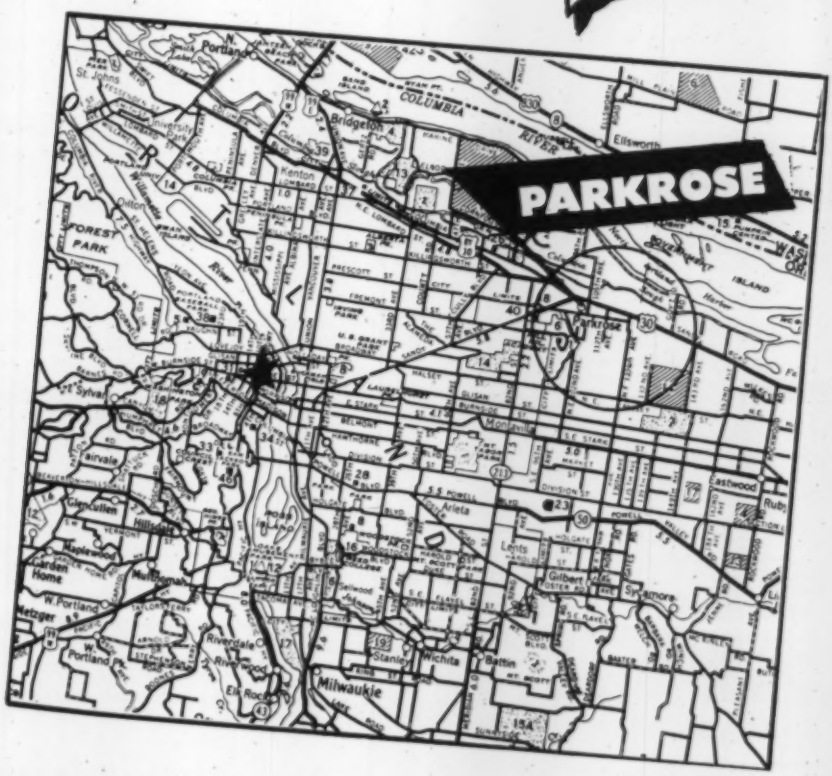
"Definitely a good investment, whether you're a listener or have a product to sell in Portland radio," reports Arthur Damschen, manager, Parkrose branch of Portland Trust Bank.

**CAREER GIRL** "Prestige with local listeners makes KGW 'tops' in our area," says Clara Johnson, Parkrose resident.

**GROCER** "The 'Silent Salesman' in the grocery business is Radio Station KGW... really the 'People's Choice' in my store," asserts Parkrose Grocer G. R. Silverthorne.

*Parkrose*

Where more than 60,000 people are influenced by KGW's "selling"... one of the most rapidly growing sections in the Portland area.



**SCHOOL HEAD**

"KGW's educational value and long-range civic efforts have brought it a place of prominence in our community," according to Don Campbell, Parkrose Superintendent of Schools.

**STUDENTS** "Our favorite station and programs that attract ALL age groups. Truly the best in the Portland area," declares Parkrose High School Students Diane Mahoney and Jim Sheley.

# WKOW
## BLANKETS WISCONSIN
*and here's proof!*

Since January 1, 1952, mail and actual orders were received from 447 Wisconsin cities and towns, in addition to Madison

ABRAMS
ADAMS
ADELL
ALBANY
ALBI
ALG
ALM
ALMI
ALVI
AMBE
AMHI
AMHE
ANTIC
APPLE
ARENA
ARGYL
ARKDA
ARLIN
ARPIN
ASTICC
ATHEN
AUBURI
AVOCA
BABCO
BADGER
BAGLEY
BAILEYS
BANCRO
BARABO
BARNEVE
BARUM
BASCO
BEAR CREEK
BEAVER DAM
BEETOWN
BELLEVILLE
BELMONT
BELOIT
BERLIN
BIG BEND
BIRNAMWOOD
BLACK CREEK
BLACK EARTH
BLACK RIVER FALLS
BLAIR
BLANCHARDVILLE
BLOOMER
BLOOMINGTON
BLUE MOUNDS
BLUE RIVER
BONDUEL
BOSCOBEL
BOWLER
BOYD
BRANDON
BRIDEPORT
BRIGGSVILLE
BRILLION
BRODHEAD
BROKAW
BROOKLYN
BROWNSVILLE
BROWNTOWN
BURLINGTON
BURNETT
BUTLER
CALAMINE
CALEDONIA
CALVARY
CAMBRIA
CAMBRIDGE
CAMP DOUGLAS
CAMPELLSPORT
CAROLINE
CASCADE
CASHTON
CASSVILLE
CATAWBA
CATO
CAZENOVIA
CECIL
CEDAR GROVE
CHASEBURG
CHILI
CHILTON
CHIPPEWA FALLS
CITY POINT
CLINTON
CLINTONVILLE
CLYMAN
COBB
COLBY
COLEMAN
COLFAX
COLGATE
COLOMA
COLUMBUS
COON VALLEY
COTTAGE GROVE
CRIVITZ
CROSS PLAINS
CUBA CITY
CURTISS
DALE
DALTON
DANCY
DANE
DARIEN
DARLINGTON
DE FOREST
DE PERE
DE SOTO
DEERFIELD
DELAFIELD
DELAVAN
DENMARK
DICKEYVILLE
DODGEVILLE
DOUSMAN
DOYLESTOWN
DUNBAR
DURAND
EAGLE RIVER
EASTMAN
EDEN
EDGAR
EDGERTON
EDMUND
EL DORADO
ELAND
ELDERON
ELKHART LAKE
ELKHORN
FERRYVILLE
FOND DU LAC
FOOTVILLE
FORT ATKINSON
FOX LAKE
FREMONT
FRIENDSHIP
FIRESLAND
GALESVILLE
GAYS MILLS
GENOA
GILLINGHAM
GILMAN
GLEASON
GLENHAVEN
GRAFTON
GRANDMARSH
GRANTON
GRATIOT
GREEN BAY
GREEN LAKE
GREENVILLE
GREENWOOD
GRESHAM
GRIMMS
HANCOCK
HARTFORD
HATLEY
HAZEL GREEN
HELENVILLE
HIGHLAND
HIKA
HILBERT
HILLPOINT
HILLSBORO
HINGHAM
HIXTON
HOLLENDALE
HOLMEN
HORICON
HUBERTUS
HUMBIRD
HUSTISFORD
HUSTLER
IOLA
IRON RIDGE
IXONIA
JANESVILLE
JEFFERSON
JEFFERSON JCT.
JOHNSON CREEK
JUDA
JUNCTION CITY
JUNEAU
KAUKAUNA
KENDALL
KENOSHA
KEWAUNEE
KIEL
KINGSTON
KNOWLTON
KRAKOW
LAC DU KLAMBEAU
LACROSSE
LAFARGE
LAVALLE
LADYSMITH
LAKE DELTON
LAKE GENEVA
LAKE MILLS
LAKE TOMAHAWK
LANCASTER
LARSEN
LIMERIDGE
LOHRVILLE
LONDON
LONE ROCK
MANAWA
MANITOWOC
MARATHON
MARION
MARKESAN
MARSHALL
MARSHFIELD
MATHER
MAUSTON
MAYVILLE
MAZOMANIE
MEDFORD
MEDINA
MELROSE
MENASHA
MONOMONEE FALLS
MERRILL
MERRILLAN
MERRIMACK
MIDDLETON
MIFFLIN
MILLADORE
MILTON
MILTON JUNCTION
MILWAUKEE
MINDORO
MINERAL POINT
MISHICOT
MONDOVI
MONROE
MONTELLO
MONTFORT
MONTICELLO
MORRISONVILLE
MOSINEE
MOUNTAIN
MOUNT CALVARY
MOUNT HOPE
MOUNT HOREB
MOUNT STERLING
MUKWONAGO
MUSCODA
NASHOTAH
NECEDAH
NEENAH
NEILLSVILLE
NEKOOSA
NELSONVILLE
NEOSHO
NESHKORO
NEW GLARUS
NEW HOLSTEIN
NEW LISBON
NEW LONDON
NEWTON
NORTH FREEDOM
NORWALK
OAKFIELD
OCONOMOWOC
OCONTO
OCONTO FALLS
OGDENSBURG
OKAUCHEE
OKEE
OMRO
ONALASKA
ONEIDA
ONTARIO
OOSTBURG
OREGON
ORFORDVILLE
OSHKOSH
OWEN
OXFORD
PACKWAUKEE
PINE RIVER
PITTSVILLE
PLAIN
RIPON
ROCK SPRINGS
ROCKBRIDGE
ROCKDALE
ROCKLAND
ROSENDALE
ROSHOLT
RUBICON
RUSH LAKE
SAINT CLOUD
SALEM
SAUK CITY
SAUKVILLE
SAXEVILLE
SCANDINAVIA
SCHOFIELD
SENECA
SEXTONVILLE
SEYMOUR
SHAWANO
SHEBOYGAN
SHERWOOD
SHIOCTON
SHULLSBURG
SLINGER
SOBIESKI
SOLDIERS GROVE
SOUTH MILWAUKEE
SOUTH WAYNE
SPARTA
SPENCER
SPRING GREEN
STANLEY
STETSONVILLE
STEUBEN
STEVENS POINT
STITZER
STOCKBRIDGE
STODDARD
STONE LAKE
STOUGHTON
STRATFORD
STRONGS PRAIRIE
STURGEON BAY
STURTEVANT
SULLIVAN
SUN PRAIRIE
SURING
THERESA
THORP
TIGERTON
TOMAH
TREMPEALEAU
TROY CENTER
TWIN BLUFFS
TWO RIVERS
UNION CENTER
UNITY
VALLEY
VANDYNE
VERONA
VESPER
VIOLA
VIROQUA
WALDO
WARRENS
WATERLOO
WATERTOWN
WAUKESHA
WAUNAKEE
WAUPACA
WAUPUN
WAUSAU
WAUTOMA
WAUWATOSA
WYEVILLE
WYOCENA
YUBA

WKOW
WISCONSIN'S MOST POWERFUL STATION
10,000 WATTS • 1070 K.C.
MONONA BROADCASTING COMPANY
MADISON, WISCONSIN
Represented by Headley-Reed Co.


# new business

## Spot • • •

SUPREME LIBERTY LIFE INSURANCE Co., Chicago, begins series of 15-minute women's shows on one station in Detroit, Cleveland, Baltimore and Washington in June for 26 weeks. Agency: Arthur Meyerhoff, Chicago.

WILLIAMSON CANDY Co., Chicago, launching first TV spot campaign for Oh Henry candy bars. Schedule calls for one spot weekly on 30 stations through May. Agency: Aubrey, Finlay, Marley & Hodgson, same city.

J. C. ENO (CANADA), Toronto (proprietary), to sponsor transcribed *I Was a Communist for the FBI* on large number of Canadian stations. Agency: Atherton & Currier Inc., Toronto.

## Network • • •

PURE OIL Co., Chicago, renews *Pure Oil News Time* on 32 NBC stations for 52 weeks Monday through Friday, 6-6:15 p.m. CST from April 28. Agency: Leo Burnett, Chicago.

DERBY FOODS, Chicago, began sponsorship of *Sky King Theatre* on 26 NBC-TV stations April 13 on alternate Sundays, 4:30-5 p.m. CST. Show has been converted from AM to TV with use of specially filmed Westerns. Agency: Needham, Louis & Brorby, Chicago.

LOOZ PRODUCTS, L. A. (mfrs. dietary supplement), started *Stewart Craig*, health commentator, on 53 ABC Pacific and Mountain radio stations, Sat., 5:45-6 p.m. PST and Mon., 7:45-8 p.m. PST, for 13 weeks from April 5. Agency: Dean Simons Adv., that city.

## Agency Appointments • • •

GLAMOUR PRODUCTS Inc., N. Y. (reducing aids), appoints Leonard Shane, N. Y. Radio and TV will be used. Account executive is RUDY RUDOLPH.

VENTURA COASTAL LEMON Co., Ventura, Calif. (lemon products growers), names Erwin, Wasey & Co., L. A.

WISSAHICKON YARN Co., Jenkintown, Pa., appoints Lee Ramsdell & Co., Phila., for Wyco wool and nylon hand knitting yarns.

EMERSON RADIO and PHONOGRAPH Corp., names Grey Adv., N. Y.

PEPSI-COLA BOTTLING Co., Portland, names Hal Short & Co., that city.

KITCHEN ART FOODS, Chicago, names Aubrey, Finlay, Marley & Hodgson, same city, to handle advertising on PY-O-MY mixes and other food products. Broadcast media are expected to be used.

COLONIAL DRAPERY and CURTAIN Corp., N. Y., appoints Wexton Co., that city.

DIXIE MILLS Co., East St. Louis, Ill., appoints Olian Adv., St. Louis. Radio will be used.

COCA-COLA BOTTLING Co. of N. Y. Inc., appoints Comstock & Co., Buffalo, for Western New York market areas. Extensive radio-TV campaign planned.

TELE-KING TELEVISION Corp., N. Y., appoints Monroe Greenthal Co., that city to promote company's newest TV receivers.

## Adpeople • • •

F. I. MULLIN, region planning manager for eastern region of Sales Div., General Foods, N. Y., and C. E. CHRISTENSEN, same position for western region, named associate managers of sales promotion department. W. A. SCHEIBLE, supervisor of assignment and planning in sales promotion, appointed staff supervisor of sales planning.

FRITZ NEILSON, Hunt Foods Inc., appointed sales promotion manager of Arkansas Rice Growers Cooperative Assn. with offices in Stuttgart, Ark.

ABE ZIMMERMAN appointed Philadelphia-Baltimore-Washington district sales manager for Hunt's Foods, replacing FREDERICK SHOBE, now sales manager of company's mid-western sales division.

**FOR**

*Gruen*

**SPOT PROGRAMS MAKE TELEVISION TICK**

***they started with a good program and a sound idea***

**THE PROGRAM:** "The Gruen Playhouse," a half-hour dramatic series . . . on film.

**THE IDEA:** Develop broad coverage for the program . . . with stations only in markets they need . . . on a Spot basis.

On a Spot basis, Gruen cleared good time in 35 hand-picked markets, including 29 hard-to-get one- and two-station markets. In all markets, Gruen got top picture quality . . . thanks to film.

And thanks to Spot Program television, Gruen saves enough on time costs to take care of extra film prints, their handling, distribution.

What you can expect from Spot Program television is told in a new presentation, "A Better Approach to TV Advertising." A call to your Katz representative will bring it to your office. It shows why Gruen and other advertisers agree:

**YOU CAN DO BETTER WITH SPOT...MUCH BETTER**

# THE KATZ AGENCY, INC.

**NATIONAL ADVERTISING REPRESENTATIVES**

488 MADISON AVENUE • NEW YORK 22 • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT

**is a simple word . . .**

**but Mr. Webster takes up half a column to tell its different meanings**

**In this broadcasting business "FIRST" gets sort of overworked, too. Some stations enthusiastically claim to be first just because they are the oldest in the market. And other stations talk about the Number One network—also on the basis of grey hairs. We respect grey hairs (and have our share) but the Webster definition of FIRST that we want to talk about is**

# FOREMOST

**WTAX** is first with the listeners with more audience than other Springfield stations combined (see HOOPER).

**WTAX** is the first choice of Springfield advertisers —to the extent that spot availabilities have a habit of getting non-existent at times.

**WTAX** is affiliated with CBS—which has more top-20 programs than the other three major networks combined—and ranks first with national advertisers as shown by an investment of 28% more dollars in 1951 than the next ranking network.

**WTAX** is only 22 years old (not first in years we admit) but we won't weep over that. It's modern up-to-the-minute plant was constructed in 1947-48 and its equipment is unsurpassed. If you want to cover the Springfield market thoroughly and economically—the most listeners at the lowest cost to you—you will put WTAX on your list.

FIRST

CBS **WTAX**

Springfield, Illinois

*Represented by Weed & Company*


# open mike

## Blue Chips in Demand

EDITOR:

The March 31 issue of your publication has an article which has aroused considerable interest here. We're speaking of the one entitled "How Leaders Play Their Blue Chips" starting on page 34.

May we have some extra copies of the article? . . .

*Walter Warzbok*
*Research Librarian*
*Brooke, Smith, French & Dorrance*
*Detroit*

* * *

## Word to the Weiss

EDITOR:

Last year during the early spring an article about Courtesy Motors of Chicago appeared in your publication.

Would it be possible for us to get a copy of this article? We are conducting a survey of the used-car market and were told that your article would be most helpful to us.

*Sidney P. Weiss*
*William N. Scheer Adv.*
*Newark, N. J.*

**[EDITOR'S NOTE: The article which appeared in the Feb. 19, 1951, issue, has been forwarded to Mr. Weiss, and with it BROADCASTING • TELECASTING's new brochure of sales success stories, which includes several case histories of auto dealers.]**

* * *

## Nosegays

EDITOR:

. . . We are very appreciative of the fine coverage that BROADCASTING • TELECASTING has given the [FCC] hearings [on ABC-United Paramount merger] and your fair and impartial treatment.

We are sure we are on the right side in this merger and we feel the business will be helped immeasurably. You will have played a big part in helping us get our case over. . . .

*Robert E. Kintner*
*President, ABC*
*New York*

* * *

EDITOR:

. . . One of the first things I read was your splendid editorial in the [March 31] issue in regard to radio card rates. It has been, and is, a wonderful thing for the radio industry that you are able and willing to be frank, outspoken and fearless in expressing your convictions about the broadcasting business' relations to government and its intra-mural problems . . .

*T. F. Flanagan*
*Managing Director*
*National Assn. of Radio and Television Station Representatives*
*New York*

## Half-Time Activities

EDITOR:

KINY Juneau, Alaska . . . believes it has recruited the youngest listener in history to basketball broadcasts. It all happened when the town of Wrangell, 140 miles south of the Alaskan capital, went on the air for the first time with a broadcast of the territorial high school basketball championship series. . . . The play-by-play was carried by the Signal Corps' submarine cable to the Juneau transmitter. . . .

Mrs. Robert Whickman, wife of the town clerk, was expecting a baby but didn't intend to miss the historic broadcast. When she was taken to the [Wrangell] hospital, her radio went with her. A considerate daughter arrived at half-time so that neither Mrs. Whickman nor her husband (who had been ordered away from his wife and the radio during the delivery) missed any of the broadcast.

Baby and team both did well, Wrangell sweeping the series in two straight games. . . .

*William J. Wagner*
*President*
*Alaska Broadcasting System*
*Seattle*

* * *

## Caught Napping

EDITOR:

. . . I believe the broadcasting industry was asleep at the switch when they allowed the New York legislature to put through a ban on such telecasting [of legislative hearings] without even making a fight of it. I am also confident that public opinion will be on our side of this question and the best way we can get that public opinion vocal is to let them know that there is a real chance that such television opportunities may be withdrawn through legislative action. . . .

*Jack Harris*
*V. P., Gen. Mgr.*
*KPRC-AM-TV Houston*

* * *

## One of the Boys

EDITOR:

My article on "The Service to be Expected from UHF" which appeared on page 146 of the March 31 issue of BROADCASTING • TELECASTING seems to have inspired some editorial interpretation which I would like an opportunity to correct or at least comment upon.

The purpose of the article was to present an objective picture of the relationship between UHF and VHF. It was not my intention to

*(Continued on page 94)*

# MORE PEOPLE listen to WOAI than live in the city of DETROIT*

Detroit is the country's fifth city. We of the Southwest are proud of the industrial giant that is the motor capital of the Nation. We're proud, too, that WOAI serves the great Southwestern area with its 50,000 watt voice. Over 834,000 families listen to WOAI nighttime*—they listen—enjoy—buy!

WOAI IS THE **MOST POWERFUL** ADVERTISING INFLUENCE IN ONE OF THE NATION'S **LEADING MARKETS**

**NBC — TQN**

*Represented Nationally by*

EDWARD PETRY & COMPANY, INC.

NEW YORK • CHICAGO • LOS ANGELES
ST. LOUIS • DALLAS • SAN FRANCISCO • DETROIT

CLEAR CHANNEL · 50,000 WATTS

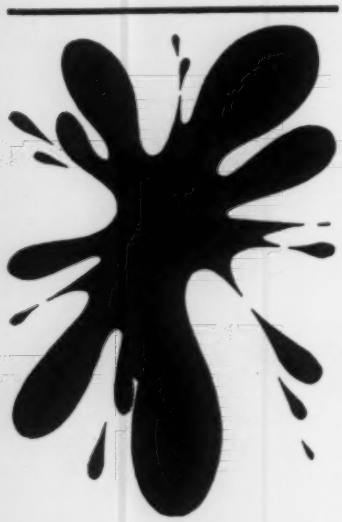
WOAI

SAN ANTONIO

*

**DETROIT—530,400 Families**
**WOAI—834,100 Families**

*Computed from B.M.B.—Study No. 2



# WOOPS!!

**Just to catch your eye, Mr. Timebuyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC's dominant position in this rich, always-growing market.**

**WRC listening is up—way up. Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We've been here a long time, growing with our audiences.**

**The latest American Research Bureau report tells the story. We'll stand on that!**

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

**FIRST in WASHINGTON**

**WRC** NBC

**5,000 Watts • 980 KC**

***Represented by NBC Spot Sales***

# feature of the week

KBKR Baker, Ore., is more than slightly proud of an advertising campaign which has won three awards in the past two years.

The sponsor, Henry Levinger, owner of a Rexall Drug Store, is highly pleased, too. Gross business has increased more than 400% in the past five years and the store now reportedly is doing more business than all other eight stores in the county combined.

Planned and supervised by Milton L. Levy, KBKR advertising manager, the campaign consisted of a twice-weekly give-away show, a weekly remote broadcast, a prescription contest and a Christmas letter-writing contest for children. In addition, spots were used.

By dint of hard work, Mr. Levy was able to get more than 25 firms to assist with cooperative advertising for the Rexall campaign.

Prizes won were the Highest Merit Certificate in the Oregon Advertising Club's annual Oregon Advertising Achievement Exposition; the Highest Merit Award in the Third Annual MacWilkins Memorial Award contest conducted by the Oregon Advertising Club, and a first prize from BAB in its "Radio Gets Results" contest.

In effect, the campaign has made of Mr. Levinger a "neighborhood druggist" for the entire county. His voice, heard throughout the remote broadcast, is a familiar one to listeners.

*Mr. Levinger (l) and Mr. Levy hold the three awards.*

This is what Mr. Levinger has to say about radio advertising:

"During the last 20 years we have tried all types of advertising, direct by mail, newspaper and radio. We find for a small town such as ours with a good rural trading area, the radio is by far the most effective.

"Before we concentrated on radio advertising we spent far too much time working out newspaper ads. We find that the radio is much simpler, more flexible and pulls better dollar-for-dollar of expenditure.

"We continually 'scoop' our competitors on promotions because of the speed with which we can get new items on the air. We believe changes in the programs are essential and are planning on many revisions to keep our listeners listening."

Mr. Levy reported that many radio stations and drug stores have made inquiries about his campaign.

# strictly business

CARROLL LAYMAN

THE FUTURE of TV is so tremendous "we haven't even begun to see its possibilities" is the opinion of Carroll Layman, Chicago manager of Harrington, Righter & Parsons, which claims to be the first exclusive national television station representative firm.

Mr. Layman, in the near future, expects many new advertisers to go into TV, old advertisers to use TV spot in new and more effective ways, and stations to "clean up" their schedules with the advent of competition. Spot, which has been "abused locally," often has an excess of commercialism with no value "from any angle," he says.

Taking the country as a whole, TV costs are not as high as people seem to believe, he states. Mr. Layman thinks results should be reviewed on the basis of sales.

In Buffalo, for example, he said a Class A spot for $115 has a potential audience of more than 250,000, plus some 30,000 persons in Canada who are classed as a bonus.

Mr. Layman, who opened his

*(Continued on page 58)*


**IF YOU'RE INTERESTED IN BIRTHDAYS...**

**This June WISN and the Milwaukee Druggists Will Celebrate the 10th Birthday of Their Popular Weekly Public Service Program "Know Your Druggist Better."**

**Because of This Outstanding Program Every Milwaukeean Has Come To Know His Druggist As the Real Professional Man That He Is.**

**That's Why WISN Means RADIO To All Milwaukee Druggists.**

IN MILWAUKEE THEY LIS'N TO

**WISN** CBS

5000 WATTS

Represented by KATZ Agency

# the big boy of tiny town

COLOSSUS OF THE CAROLINAS

Way down west in North Carolina, the kids have their own idol of six-gun glamour. It's WBT's Fred Kirby whose Saturday morning "Tiny Town" bangs away with a 10.5 Pulse rating at 10 AM—with over 10,000 roped, branded and certified "citizens." Shooting from both hips, Fred also wings a 14.5 rating for his Saturday afternoon folk-music disc session, "Hillbilly Star Time." If you're shooting for sales in the Carolinas, use the local big gun for best results.

**WBT**

**CHARLOTTE, NORTH CAROLINA**

JEFFERSON STANDARD BROADCASTING COMPANY

*Represented Nationally by CBS Radio Spot Sales*

# "Unfailing success with KWKH"

## Says JAMES E. CAWTHON

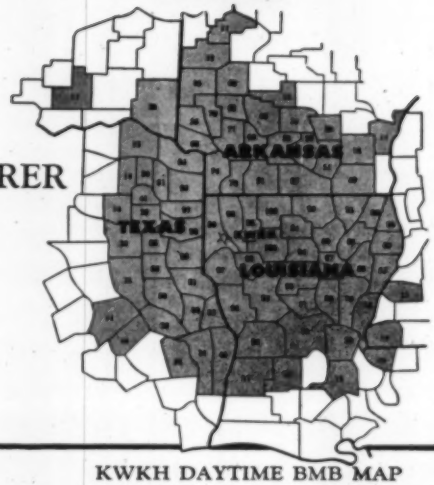
President, Shreveport Grain and Elevator Co.

IMPORTANT LOUISIANA FEED MANUFACTURER

In addition to manufacturing and marketing their own line of stock and poultry feeds, Shreveport Grain and Elevator Co. also distributes PurAsnow Flour in the big Louisiana-Arkansas-Texas area. Mr. James E. Cawthon recently wrote us as follows:

"For several years we have used KWKH with unfailing success, for promoting our firm and the various lines of stock and poultry feeds which we manufacture. The same good results have been produced for the nationally-advertised products we distribute. Our dealings with the station have been pleasant as well as profitable, since the personnel has been most helpful. We know we can call on them at any time for fine cooperation.

(Signed) *James E. Cawthon*"




**KWKH DAYTIME BMB MAP**

*Study No. 2—Spring 1949*

**KWKH's daytime BMB circulation is 303,230 families, daytime, in 87 Louisiana, Arkansas and Texas counties. 227,701 or 75.0% of these families are "average daily listeners". (Nighttime BMB Map shows 268,590 families in 112 Louisiana, Arkansas, Texas, New Mexico, Mississippi and Oklahoma counties.)**

# KWKH

*A Shreveport Times Station*

50,000 Watts · CBS Radio ·

SHREVEPORT Texas LOUISIANA Arkansas

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING

VOL. 42, No. 15—PART 1 APRIL 14, 1952

# THAW JULY 1

## 617 VHFs, 1436 UHFs in 1291 Markets; Educators Win

THE FCC today (April 14) thawed the 43-month-old television freeze with the release of a ponderous "Sixth Report and Order" which establishes a national television policy for the United States.

The new allocations, providing over 2,000 stations in nearly 1,300 communities, came by a divided FCC vote, with four of the seven commissioners (Chairman Paul A. Walker, Vice Chairman Rosel H. Hyde, Comrs. E. M. Webster, George E. Sterling) giving it unqualified endorsement. Comr. Robert F. Jones bitterly dissented on all counts, and Comr. Frieda B. Hennock, victor in her crusade for educational reservations, concurred in part and dissented in part. The seventh Commissioner — neophyte Robert T. Bartley—did not participate in the final vote.

The report, destined to set off the biggest land-rush for facilities since the advent of electrical communications, does not become effective until July 1. This leaves 78 days of "waiting period" during which applications can be perfected. And it will be on the controverted "channel - by - channel" basis, as against the "one-pot" proposal.

Actually, the report does not become legally effective until 30 days following its publication in the *Federal Register*. But that is a technicality.

A temporary expediting procedure is established, with cities having no TV service to be processed first. (Detailed outlines of procedures and priorities, plus highlights of the report on this and the next page. For full text, see Allocations Supplement published with this issue.)

In its 600-plus page final report, the Commission establishes a zone system with varying spacings between stations to fit engineering or geographical conditions. Most of its conclusions followed closely the speculation that had been circulating broadcast ranks for many weeks (as depicted in issues of this publication).

On July 1, the processing actually resumes. There will be some grants — where uncontested — but most applications will go to hearing. The station population of 108 is not destined to increase by more than a handful this year, it is thought. And hearing cases may take months; even years.

With the release of the report, it now can be expected that literally hundreds of new applications will be filed. Consolidations of applicants in given areas also are anticipated, in consonance with the revelation of the table of assignments to cities, and the new rules of the game.

The FCC provided no additional VHF channels to such major "trouble" areas as Boston, Chicago, San Francisco, Philadelphia or Pittsburgh, compared with the assignments last year in the "Third Notice" [B•T, March 26, 1951].

It did, however, provide additional VHF channels in 21 cities. But this was partly offset with the deletion of one VHF channel each from 15 cities. Most of these losses were in the Gulf Area states, where wider separations were specified because of interference factors.

Educational reservations were increased from the proposed 209 to 242—11.8% of the total assignments. Among the 242 educational reservations are 80 VHF channels—13% of all VHF assignments.

The voluminous report (reprinted in full in this issue's Special TV Allocations Supplement) embodied a legal, point-by-point discussion of the various proposals and counter-proposals filed in the more than 1,500 comments submitted to the FCC last fall.

Report contained discussion and decisions on the general issues and the city-by-city comments. It also contained a complete revision of the TV Rules and Engineering Standards, prediction charts, curves and tables.

Three reasons were given for the Commission's support of a table of allocations: (1) It was the most efficient technical use of the limited number of TV channels. (2) It protects the smaller cities and rural areas. (3) It eliminates procedural disadvantages and delays in processing applications.

"Assignments made upon the 'application' or 'demand' method necessarily leads to results which do not adequately reflect on a nationwide basis significant comparative needs as well as differences among communities throughout the country," the Commission stated.

Commission table of assignments uses the entire VHF and UHF bands—the latter from 470 to 890 mc.

In answer to several suggestions that commercial TV be moved to the UHF band, solely and completely, the Commission questioned whether there would be enough UHF channels to provide a nationwide service.

Former FCC Chairman Wayne Coy never made any bones about his belief that all TV should be moved to the UHF. He said as much in several public statements and speeches.

Idea of UHF flexibility channels reserved for "drop-in" purposes was abandoned. Although all 18 such channels were not assigned, those remaining can only be assigned to a community through rule-making procedure.

Table of Assignments (see page 132 of Supplement to this issue) will be in force without change for one year, the report noted. However, exceptions to this "freeze" will be made for (1) assignment of a channel where no assignment has been made in the table to a

*(Continued on page 67)*

### Highlights of Report Ending TV Freeze

FOLLOWING are the significant highlights of the FCC's Sixth Report and Order, which sets the pattern for TV in the United States:

*Number of Channels and Communities:* There are 2,053 assignments made to 1,291 communities (including 51 assignments to 17 cities in the territories). This compares with 1,965 assignments made to 1,256 communities last March in the FCC's Third Report and Order [B•T, March 26, 1951].

*VHF and UHF Assignments:* There are 617 VHF and 1,436 UHF assignments made, of which 51 VHF channels are to territories. This compares with 608 VHF and 1,357 UHF assignments made then.

*Educational Reservations:* There are 242 non-commercial, educational reservations made in as many cities (including nine to territories). Of the 242 reserved channels, 80 are VHF frequencies (including the nine to territories). This compares with 209 non-commercial, educational reservations made last March, of which 82 were VHF.

*Zones:* The United States is divided into three zones. Zone I includes the northern part of the country to the Mississippi River. Zone III includes the southern states, from the Gulf of Mexico northward for about 150 miles. Zone II includes rest of nation.

*Mileage Separations:*

| | I | | II | | III | |
|---|---|---|---|---|---|---|
| Zone | VHF | UHF | VHF | UHF | VHF | UHF |
| Co-Chan. | 170 | 155 | 190 | 175 | 220 | 205 |
| Adjacent Chan. | 60 | 55 | 60 | 55 | 60 | 55 |

*Powers:* Maximum power for Channels 2-6 is 100 kw; Channels 7-13, 316 kw; Channels 14-83, 1,000 kw. Minimum power for all stations is 1 kw.

*Antenna Height:* Maximum antenna height permitted with maximum power is 2,000 ft. above average terrain—except in Zone I where VHF antenna maximum is limited to 1,000 ft.

*Changes in Existing Stations:* Only 30 of the existing 108 U. S. stations are required to change frequencies. Last March, 31 were proposed to be changed. WKY-TV Oklahoma City has been permitted to remain on Channel 4. In two other instances, changes are different from those proposed last March: WSAZ-TV Huntington changes from Channel 5 to Channel 3, instead of to Channel 8, and WTAR-TV Norfolk from Channel 4 to Channel 3, instead of to Channel 8.

*Flexibility Channels:* Plan to reserve 18 UHF channels for future assignment on request was abandoned. Instead some of the so-called flexibility channels were used to add UHF frequencies to some cities. The others were unassigned and will be assigned to a city upon rule-making procedure.

***For city-by-city assignments see page 132, TV Allocation Supplement.***

# DISSENTERS

## Are Jones and Hennock (in Part)

OF the three separate opinions to the majority FCC final TV "freeze" report (reprinted in full in the special Supplement), Comr. Robert F. Jones was the only one who dissented in toto. He found the whole philosophy of the report distasteful—and he said so, vigorously and colorfully.

Comr. Frieda B. Hennock also objected vigorously to the lack of what she claimed was an "adequate" educational reservation plan, to the power and antenna height standards, which she claimed "enhanced VHF at the expense of UHF," and to the temporary expediting procedure. She concurred with the idea of the educational reservation plan, although re-emphasizing that she didn't think it went far enough.

Comr. Edward M. Webster issued a concurring opinion in which he declared that the Commission was forced to accept the educational reservation plan because of the lack of a case against it by commercial interests.

### Blistering Attack

Blistering attack on the FCC's "Sixth Report and Order" was set down by Comr. Jones in 27 pages and 33 charts and tables. In graphic language, he declared that the report:

1. Gave the advantage to major cities to the detriment of the smaller cities.

2. Was based on administrative convenience rather than on the fair and equitable distribution of frequencies to the various cities and states.

3. Was on questionable legal ground when it included the Table of Assignments in the rules, which prohibited any changes except through rule-making procedures.

4. Was in error when it established minimum separations to assign channels throughout the United States. He said he believed that the Commission should take advantage of the flexibility provided in raising antenna heights rather than powers and use the difference in efficiency to get the equivalent of minimum co-channel separations agreed upon.

5. Gave VHF operators a greater break than UHF in station coverage. He desired, he said, regulations which would equalize the coverage of VHF and UHF stations.

"Actually, if you attribute all the selfishness charged against them in the Commission's decision, broadcasters could have done little more on an application basis, without an allocation plan, to carve out an advantage to the detriment of the smaller cities," he said.

Speaking of the high cost entailed in meeting the Commission's maximum powers and antenna heights, which he believed almost everyone will be forced to meet, Comr. Jones said:

"This means that there is a million dollar entry fee for every broadcaster to guarantee the Commission plan's efficiency. . . . This plan throws the heaviest financial burden upon those least able to pay [UHF operators]."

Other, equally vivid, passages follow:

"It [the FCC] has created a bigger Frankenstein with this artificial scarcity of channels in this plan than it is trying to avoid. . . .

"The Commission has had the paralysis of analysis for one year, not consumed in drafting the general Rules and Standards, but consumed in a search for a city-to-city allocation plan which it can freeze on the country by rule-making proceedings.

". . . the firm, fixed and final allocations plan constitutes an inefficient use of our valuable spectrum space.

". . . this dodge of mileage separations is the Achilles heel to this allocation plan's efficiency. . . . The arbitrary mileage separations . . . are not based upon engineering principles at all.

"In their Report, they [the Commission] have given only lip service to that standard [fair and equitable distribution of television service] . . . The inevitable result [of abandoning that standard] is an allocation which is neither fair nor efficient nor equitable and which so far departs from the realities as to be completely arbitarary and capricious.

". . . by giving excessive co-channel protection to VHF stations and inadequate protection to UHF stations the Commission has arbitrarily and adversely affected the ability of UHF stations to compete."

In establishing maximum powers and antenna heights, the Commission should have limited VHF so that UHF stations could compete properly, Miss Hennock declared. She would have limited Channels 2 to 6 to 50 kw with 500 ft. antenna height, Channels 7 to 13 to 150 kw and 500 ft., and the UHF frequencies to 1,000 kw. She did not mention antenna height limitations for UHF.

The greater coverage that VHF channels will get with high powers and antenna heights were specified by Miss Hennock.

"To increase power and height now is irrevocably to cast the die in favor of the VHF and to take an unnecessary gamble with the future of our entire television system," she said.

Failure to use the flexibility channel idea was also scored by Miss Hennock. She stated that she feared that the unassigned channels will be "preempted" by the larger cities.

A "two-lump" hearing procedure —VHF and UHF—instead of channel-by-channel procedure best, Miss Hennock declared. "permitting applicants to pick seek particular VHF frequenc the 'channel-by-channel' proced is inconsistent with this basic al cations principle [that all VH channels are identical]," she sa She also foresaw "multiple" VH hearings in the same communi under the Commission's plan processing, she said, rather th any more speedy grants as it b lieved.

"Maximizing" the number of e ucational reservations should ha been the program in the final Tab of Assignments, Miss Hennock d clared. She stated that she b lieved also that the reservation have "predominantly been confine to the UHF portion of the spe trum and an insufficient number VHF reservations provided."

Her 26-page dissent went in detail as to reasons why she is o posed to the reservation metho followed in the final report.

Educational reservations are t

*(Continued on page 38)*

# WHERE VHF CHANNELS WERE ADDED

## And the Cities That Lost VHF Channe

NONE of the big city "hot spots," like Boston, Chicago, San Francisco, Pittsburgh and Philadelphia, got any more VHF channels than were proposed to be allocated to them in the Third Report last year [B•T, March 26, 1951].

However, 21 cities had a VHF channel added to the assignments proposed last year. They are: Santa Barbara, Calif.; Denver, Col.; Durango, Col.; Grand Junction, Col.; Hartford, Conn.; Champaign-Urbana, Ill.; Cedar Rapids, Iowa; Bay City, Mich.; Cadillac, Mich.; Eugene, Ore.; Altoona, Pa. Spartanburg, S. C.; Memphi Tenn.; Nashville, Tenn.; Lubboc Tex.; Salt Lake City, Utah; Ver nal, Utah; Harrisonburg, Va. Bellingham, Wash.; Beckley, W Va.; Green Bay, Wis. Additiona VHF went to Sacramento, Calif but the educational reservatio shifted from UHF to VHF.

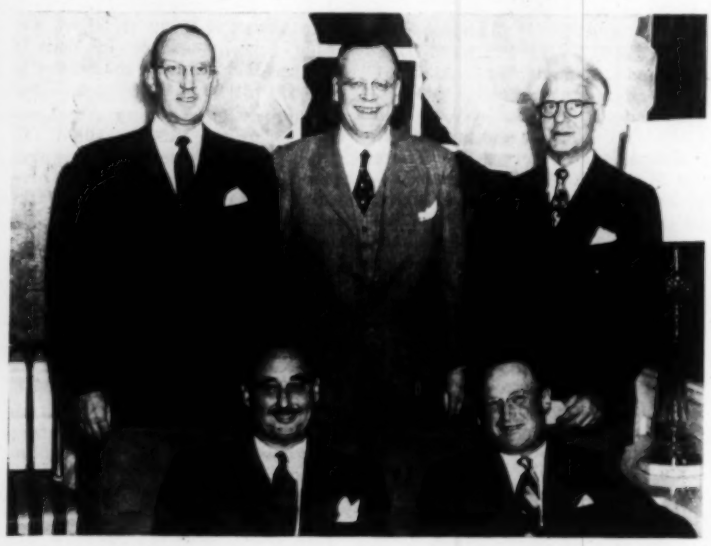
Fifteen cities lost a VHF cha nel. They are: San Diego, Calif. Visalia, Calif.; New London, Conn. Pensacola, Fla.; Tallahassee, Fla. Tampa-St. Petersburg, Fla.; Va dosta, Ga.; Centralia, Ill.; Middle borough, Ky.; Alexandria, La. Lafayette, La.; New Orleans, La. Jackson, Miss.; Columbia, S. C. Amarillo, Tex. The following citie were left with no VHF assign ments: New London, Tallahasse (VHF remaining is reserved fo education), Valdosta, Centralia Middlesborough, Lafayette.

In the following three citie the educational reservation wa changed from the VHF channel t a UHF channel: Indianapolis, Kansas City, Omaha. In addition the Commission deleted the VHF reservation for Columbia, Mo., and did not change it to another channel.

In two cities, the Commission reserved VHF channels. They are Gallup and Silver City, N. M.

Among other changes made in the city-by-city assignment table, the Commission specified Brownsville, Weslaco and Harlingen, Tex., and Buffalo and Niagara Falls, N. Y., as one market cities.

Noteworthy was the lack of Commission action on Channel 5 in Ames, Iowa. This channel is now occupied by WOI-TV, owned by Iowa State College. This places the station in the commercial rather than educational category.



**NEW OFFICERS of the American Assn. of Advertising Agencies, elected at early April meeting [B•T, April 7] are (seated l to r) John P. Cunningham, Cunningham & Walsh, new board chairman; Henry M. Stevens, J. Walter Thompson Co., vice chairman; standing (l to r) are Frederic R. Gamble, AAAA, president; Harold Cabot, Harold Cabot & Co., secretary-treasurer, and George Link, Jr., AAAA legal counsel.**

# McFARLAND BILL

## Senate Eyes House Version

FUTURE Senate conferees on the McFarland bill had a chance to see the House version in black-and-white last week and prepare strategy.

It's believed that Senators will be ready to explore carefully the House Interstate & Foreign Commerce Committee's revised bill in a move to bring it more in line with the Senate-passed original.

The House version of S 658, only major communications legislation in Congress, was released for full inspection Wednesday. It contains a rewritten section which would give to FCC powers of suspension, cease-and-desist and fine-levying to add to the agency's present authority to revoke broadcast licenses [B•T, March 24, 17].

Bill arrived on the eve of a House Easter holiday recess. The chamber convenes April 22.

Next step will be for the House Rules Committee to give the bill, which would modernize FCC functions, a go-ahead. That action will propel the bill to the House floor where it can come up for a vote at almost any time.

If amendments are to be proposed in the House they will be offered at that time. Rep. Alvin E. O'Konski (R-Wis.) already has warned he will attempt to amend the bill so as to direct the FCC to charge fees for station licenses.

### Next Steps

Once the House approves the bill, it will travel to the Senate, where, if a conference is asked, both houses will appoint conferees. From there, the bill will be on its last lap toward enactment.

A clause in the bill says that the new Communications Act would take effect "on the first day of the first month which begins more than 60 days" after enactment.

There were these signs pointing to eventual joint conference:

(1) House committee has added language to the McFarland bill that was not there when the measure left the Senate. It has rewritten some Senate bill sections, deleted still others entirely.

(2) One of the sections omitted refers to "double jeopardy" in anti-trust, a pet clause of Senate Majority Leader Ernest W. McFarland (D-Ariz.).

(3) A controversial re-worked section is that of suspension-fine levying powers. Its hastened debut by the House committee brought immediate radio-TV industry opposition. Industry people say they are fearful of how these new powers could be used by FCC [see editorial, B•T, March 24]. The feeling also is rife in radio's ranks on the potential power of cease-and-desist. (The section in the House version dealing with these powers appears in context below.)

More important implications of House committee actions:

● The McFarland section on anti-trust (Sec. 311) was omitted. However, there was no explanation in the committee's report on why this was done. The report described the McFarland change saying it would have eliminated from Sec. 311 the provision "which authorizes the Commission to refuse a station license or construction permit to any person which has been finally adjudged guilty by a federal court of unlawfully monopolizing or attempting unlawfully to monopolize, radio communication, directly or indirectly, through the control of the manufacturer or sale of radio apparatus, through exclusive traffic arrangements, or by any other means, or to have been using unfair methods of competition." Thus, the House would retain this provision.

● In explaining its section dealing with cease-and-desist, suspension, revocation and fines, the committee said its "modified section would in addition [to revocation for acts willfully, knowingly, or repeatedly committed] authorize, for certain specified reasons or grounds, (1) suspension of station licenses for not to exceed 90 days, (2) revocation of construction permits, (3) issuance of cease-and-desist orders, and (4) imposition of penalties in the nature of forfeitures. (Specified grounds appear below in text of section).

● So-called "job-jumping" clause has been eliminated from the McFarland bill. It would have barred any Commissioner from representing an individual or a firm before the FCC in a professional capacity for one year after he failed to serve out his term. It would have become effective one year from the date of enactment. Reason for this omittance, the committee said, was that similar agencies do not have such a bar.

● The same reason was given for eliminating a provision in the McFarland bill on placing certain limitations on the authority which FCC now has to issue declaratory orders. Latter orders would have been used by FCC, in the Senate version, "to terminate a controversy or remove uncertainty."

In the main, except for the section added on non-discrimination against newspaper applicants and the important changes related above, the House version is considered by observers not to basically modify the original Senate bill. Thus, the conferees can concentrate on key sections.

● Surprise new section (Sec. 6 of House version) is a provision which would permit an unsuccessful applicant for license renewal to request FCC to condition its grant to the successful applicant with right of purchase of physical facilities (plant and equipment) owned by the unsuccessful applicant. It would add a new subsection (f) to Sec. 307 of the Act.

Here is the section on suspensions, fines and cease-and-desist:

**Sec. 10. Section 312 of such Act is amended to read as follows:**

**ADMINISTRATIVE SANCTIONS**

**"Sec. 312 (a) Any station license may be revoked, or may be suspended for a period not to exceed 90 days, and any construction permit may be revoked—**

**"(1) for false statements knowingly made either in the application or in any statement of fact which may be required pursuant to section 308;**

**"(2) because of conditions coming to the attention of the Commission which would warrant it in refusing to grant a license or permit an original application;**

**"(3) for willful or repeated failure to operate substantially as set forth in the license;**

**"(4) for willful or repeated violation of, or willful or repeated failure to observe, any provision of this Act or any**

*(Continued on page 34)*

# ACLU

## Asks FCC Action on 'Blacklisting'

CITING four networks and two stations specifically, the American Civil Liberties Union last week called upon FCC to conduct a general investigation of "blacklisting" in radio and television and to consider adoption of rules banning the practice [B•T, April 7].

The complaint also asked FCC to refuse to renew the station licenses of the defendants—NBC, CBS, ABC, DuMont, WPIX (TV) New York and KOWL Santa Monica, Calif.—until they take an oath against discrimination because of actual or alleged associations or beliefs, past or present, and agree to insert a similar no-blacklist clause in contracts dealing with programs prepared by advertisers, agencies or others.

The "general investigation and hearing" requested by ACLU would be designed "to determine (1) the extent of such discrimination and blacklisting in the radio and television industries and (2) which appropriate measures may be necessary, including the adoption of a general rule, pursuant to . . . the Federal Communications Act . . . to insure the immediate cessation of such blacklisting."

A letter accompanying the complaint to FCC appeared to question the legality of networks permitting advertisers and agencies to produce the programs they sponsor, whether blacklisting occurs or not, but officials told newsmen that they are not concerned with this question except as it relates to blacklisting.

Officials denied that the complaint, which was prepared with the assistance of former FCC Chairman James Lawrence Fly, was "a press agent stunt" to promote the book on which it was based: *The Judges and the Judged*, a report by author and ACLU board member Merle Miller on an investigation of blacklisting which, commissioned originally by ACLU, was published last week by Doubleday & Co. (See review, this page). The book was submitted to FCC as "Exhibit A."

Whether the Commission would undertake the probe could not be foretold. At least once before, it has refused to consider the problem. That was when Rex Stout, president of Authors League of America, called for FCC hearings on blacklisting during the turmoil surrounding release of Philip Loeb from *The Goldbergs* TV show [B•T, Feb. 18].

But ACLU officials felt that although it turned down Mr. Stout's request, FCC had "practically invited a complaint of this sort."

They noted that in his letter of notification to Mr. Stout, then-Chairman Wayne Coy had said that "any specific information which might establish that a licensee has surrendered responsibility for the operation of his station would be relevant" in license-renewal proceedings and that "you may therefore desire to bring any facts which you may have relating to specific stations and licensees to the Commission, so that it can be ascertained whether any matters within the jurisdiction of the Commission are involved." (The Loeb case

*(Continued on page 95)*

## in review...

**THE JUDGES AND THE JUDGED. By Merle Miller. Doubleday & Co., 575 Madison Ave., New York 22. 220 pp. $2.50.**

THIS BOOK manages a successful effort in presenting a documented, objective case history of the so-called blacklists, allegedly circulated widely in radio and television offices.

It was compiled with the assistance of the American Civil Liberties Union, which sponsored this report on blacklisting and its effects.

In closing words of the book, Mr. Miller, a former writer for *Time* and *Harper's* magazines, makes this plea:

"Freedom is expensive. In wartime it is bought at the cost of lives; in peacetime the price must be paid in terms of coolheaded courage.

"It is a price that Americans have a right to expect the leaders of one of its basic industries to pay.

"We have a right to demand moral responsibility in radio and television as well as in government."

# DEMO. CAMPAIGN

## Joseph Katz Co. Named

MAJOR step in media planning by the Democratic National Committee for the '52 Presidential election campaign was taken last Tuesday with the appointment of The Joseph Katz Co., New York and Baltimore, as its advertising agency.

Preliminary discussions were held among agency executives and committee officials the following day to map plans for radio-TV time buying and other media programs.

While the national committee has given no concrete figure on proposed radio and television expenditures, the overall budget calls for between $1 million and $2 million during the campaign—or substantially more than for the 1948 elections.

Kenneth Fry, radio-TV director of the committee, is expected to confer with network authorities in New York this week. Cost problems and other factors will be explored.

The Katz agency will handle all timebuying allocated by the national organization, including national network and national spot commitments. State and city Democratic organizations will purchase time for local candidates at community levels.

### TV Complicates the Picture

Television complicates the picture this year because of its expansion since 1948 and high costs. Because of the latter factor alone, radio-TV's share will be substantially greater than four years ago when roughly $700,000 was expended on radio-video broadcasting through Warwick & Legler.

Joseph Katz, president of the agency bearing his name, will supervise the account. Lloyd G. Whitebrook, vice president, and Robert Swan, radio-TV director, will assist Mr. Katz and work directly with the national committee. The appointment was effective last Tuesday, concurrent with the announcement.

It was emphasized that media planning is in the formative stage and that thinking on time purchases will not firm up immediately. The bulk of the media budget—the Democrats approved a total outlay of $2.8 million for the campaign—will go to radio-TV broadcasting, with the stress on post-convention activities.

Wednesday's agency-committee session was attended by Mr. Katz and half a dozen other executives from his company, Mr. Fry and other top-level committee officials.

Funds will be available on the state or county level for broadcasters. The Democratic National Committee will urge local groups to buy time for local candidates and broadcasters were urged at the NARTB convention to canvass local organizations for paid time segments [B•T, April 7].

Drawn for BROADCASTING • TELECASTING by Sid Hix

*"The network wants to put a hitchhike on that 8 p.m. cowcatcher and sell it at daytime rates."*

# SELL-RADIO DISCS

## Distributed by NARTB

FIRST transcriptions of the radio-promotion series authorized for station use by the NARTB were sent to all stations last week by Robert K. Richards, NARTB director of public affairs.

The first release had a subscription list of 250 stations. Only subscribers will receive future monthly transcriptions.

Titled "Radio on the Record," the transcription series was approved by the NARTB board last year on recommendation of President Harold E. Fellows, who conceived the idea. It is designed to use radio to sell radio, with prominent public figures depicting the medium's solid place in the American structure.

The initial disc carries radio-promoting announcements voiced by several political leaders, including Guy George Gabrielson, chairman, Republican National Committee; Mrs. India Edwards, vice-chairman, Democratic Committee; Sen. Edwin C. Johnson (D-Colo.), chairman of the Interstate & Foreign Commerce Committee, and FCC Chairman Paul Walker.

A quarter-hour script recalling radio's growth in the news field and its development into the world's leading news medium was voiced by H. V. Kaltenborn, commentator.

Long-playing 10-inch transcriptions were pressed by Columbia. Drex Hines was producer. Future releases will include leading figures in the business world and other fields. Discs will be available to stations at a cost of $2 each.

# FULTON LEWIS FILES

## Seeks New AM Outlet

FULTON LEWIS jr. applied to FCC last week for a new AM station.

He requested 1370 kc with 1 kw, daytime, and would construct the station at Lexington Park, Md., near his farm at Hollywood, Md.

Mr. Lewis reported that his net worth is "in excess" of $200,000, and that his annual earnings exceed $25,000. Mrs. Lewis has 5% interest in KJBS San Francisco, but he has no radio interests.

# MBS Gross Up 11.1%

GROSS billings for Mutual during the first quarter of 1952 showed an 11.1% increase over the comparable period last year, according to a network statement issued Thursday. Total for the first three months of this year was given as $5,126,201.82 in contrast to last year's $4,617,598.72.

## TV Allocations Supplement

AS A service to subscribers, and in keeping with our "full text" policy on all important news events, BROADCASTING • TELECASTING is publishing in complete text the FINAL TELEVISION ALLOCATIONS REPORT.

The ALLOCATION REPORT is being delivered WITHOUT CHARGE to the 16,000 subscribers as a supplement to the regular weekly BROADCASTING • TELECASTING. Extra copies of the PRINTED text will be available as long as the supply lasts, at $3 each.

# STRIKE THREAT

## ABC-NBC Newsmen Ask Fo

RADIO Writers' Guild serv strike notice Tuesday—"this afte noon, tomorrow, or you guess"- after ABC and NBC networks re fused to grant commercial fees news writers.

Continuity writers at both ne works might also walk out, it wa said, although their question co cerns rights to their materials, fe which the companies now clai complete ownership.

Strike date remained unspecifie late last week, although RW spokesmen underlined the sincerit of their Guild's stand. Gener RWG membership has voted t support the strike and the Guild' parent body, Authors League o America, gave strike approv through its council. A possibilit pointed out by RWG was that th League may direct all writers—in cluding novelists, dramatists, ra dio and video authors—to withhol TV material from the network since no general TV contract wit writers is in effect yet.

Newswriters on non-sponsore newscasts first raised the questio of commercial fees in 1943. The argument is that actors and an nouncers get the fees by contrac that engineers automatically ge the higher scale, and that news writers are only ones not paid o commercial basis. Network repre sentatives decried the duo-struc ture for sustaining and commercia shows and refused to extend th structure further.

A $300 weekly maintenance wa reported by RWG as pledged to it members during the propose strike, and Guild leaders hope to add $1,000 a week more at th RWG membership meeting Thurs day.

NBC and ABC would not com ment.

# RADIO HOMES

## B•T Estimate on Targ

ESTIMATES of Delaware radi homes by counties as of 1950 [B•T Jan. 7], as compiled by BROADCAST ING • TELECASTING, are almost iden tical with official figures release last week by the U. S. Censu Bureau (see story and table o opposite page).

The B•T county figures for 195 were compiled by applying Broad cast Measurement Bureau figure against the number of occupie dwellings in each of the nation' 3,070 counties. These dwelling fig ures were made available in Decem ber by the Census Bureau.

Comparisons of the Census Bu reau's official 1950 radio home figures for Delaware and the B•T estimates follow:

| | U. S. Census | B•T Estimat |
|---|---|---|
| Wilmington* | 72,565 | 72,75 |
| Kent Co. | 10,400 | 10,3 |
| New Castle Co. | 58,815 | 58,8 |
| Sussex Co. | 16,560 | 17,3 |

*Standard Metropolitan Area

# CENSUS' RADIO HOME COUNT

## Del. First State Released

THE NUMBER of radio homes in the State of Delaware rose from 59,921 in 1940 to 85,775 in 1950, according to official U. S. Census figures. This represents 96.2% saturation in 1950 compared to 87% in 1940.

First of a series of state reports showing radio and television homes by cities and counties was made available last week by the U. S. Census Bureau. The data are based on radio and TV set ownership as of April 1950, when enumerators took the 1950 Census (see attached table).

The state had 20,405 television homes as of April 1950, according to the Census, showing 23% of all occupied homes in the state had television service at that early moment in TV history. Fewer than 5 million TV sets were in use at the time the Census figures were gathered, compared to 16,761,000 at present.

Release of the Delaware figures starts a flow of state radio-TV Census data, giving city and county radio as well as television homes. The state reports will be completed by mid-December, according to the present Census Bureau schedule.

"Release of the statewide radio and television reports will give advertisers, media and marketing organizations a true picture of broadcasting and TV circulation as of April, 1950," Dr. Roy Victor Peel, Director of the Census, told BROADCASTING • TELECASTING.

### Figures Trace Growth

"In the case of television the 1950 Census provides benchmark figures that will help trace the growth pattern of this fast-developing medium. The figures showing the number of radio homes by states, counties and cities reflect a national increase in radio saturation from 91.9% in 1940 to 95.6% in 1950."

The radio-TV figures are included in tables showing diversified information on housing facilities in the nation, state by state, according to Robert C. Hamer, Chief, Quality & Equipment Statistics Section, Population and Housing Division.

Radio-TV statistics were based on a 20% sample, one out of each five returns used by enumerators having the radio-TV questions. This large sample is believed to involve only infinitesimal danger of error, giving a high degree of accuracy. In Delaware, for example, all but 1,200 of the 90,390 occupied dwellings are represented in the radio homes data, with 85,775, or 96.2% reporting radio set ownership.

The official Census data do not include extra radio sets in homes nor do they show non-home sets in autos, offices, stores, other places of business and non-home structures.

At the time the 1950 Census was taken, the bureau had anticipated the state radio-TV figures would be available within 12 months, or spring of 1951. Pressure of high-priority government work and need of countless re-checks to insure accuracy are understood to have been mainly responsible for the one-year delay in release of the figures.

The 1950 nationwide radio homes data, as released by the Census Bureau, showed a total of 40,093,000 U. S. homes equipped with radio receivers as of April, 1950 [B•T, June 11, 1951]. This represented 95.6% saturation.

As of Jan. 1, 1952 there were 42,427,000 radio homes in the nation, according to an estimate by BROADCASTING • TELECASTING [B•T, Dec. 31, 1951]. This estimate was based on the Census Bureau's official 95.6% radio saturation figure (as of April, 1950) applied against the bureau's estimate of 44,380,000 occupied dwellings at the start of 1952. By adjusting the 95.6% saturation figure upward to show the increase of radio homes since spring of 1950, it was estimated the number of homes actually had reached 43,000,000 as of Jan. 1, 1952.

The number of radio homes in the nation in 1950, by standard metropolitan areas, was estimated last December by BROADCASTING • TELECASTING [B•T, Dec. 31, 1951] by applying Broadcast Measurement Bureau percentages against new Census Bureau figures showing the number of households in 1950.

### RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING — DELAWARE

SOURCE: Tables 13, 20, 27 Series H-A8 (and P-A8)

| Area | Total population | Total occupied dwelling units | RADIO | | | | TELEVISION | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | Number reporting | With Radio | | 1940 Radio Homes | Number reporting | With TV | |
| | | | | Number | Percent | | | Number | Percent |
| The State | 318,085 | 90,390 | 89,190 | 85,775 | 96.2 | 59,921 | 88,685 | 20,405 | 23.0 |
| Urban and rural nonfarm | * | 81,136 | 80,165 | 77,535 | 96.7 | 51,844 | 79,710 | 19,730 | 24.8 |
| Urban | 199,122 | 56,608 | 55,815 | 54,555 | 97.7 | 33,331 | 55,545 | 16,030 | 28.9 |
| Rural nonfarm | 118,963 | 24,528 | 24,350 | 22,980 | 94.4 | 18,513 | 24,165 | 3,700 | 15.3 |
| Rural farm | | 9,254 | 9,025 | 8,240 | 91.3 | 8,077 | 8,975 | 675 | 7.5 |
| Wilmington Standard Metropolitan Area | 268,387 | 75,075 | 74,370 | 72,565 | 97.6 | 51,597 | 74,010 | 23,700 | 32.0 |
| Wilmington Urbanized Area | 187,359 | 52,807 | 52,205 | 51,210 | 98.1 | * | 51,970 | 17,295 | 33.3 |
| Wilmington City | 110,356 | 31,587 | 31,170 | 30,375 | 97.4 | 26,655 | 31,025 | 8,425 | 27.2 |
| Counties: | | | | | | | | | |
| Kent | 37,870 | 11,251 | 11,225 | 10,400 | 92.7 | 7,093 | 11,155 | 970 | 8.7 |
| New Castle | 218,879 | 60,731 | 60,035 | 58,815 | 98.0 | 41,634 | 59,765 | 18,770 | 31.4 |
| Sussex | 61,336 | 18,408 | 17,930 | 16,560 | 92.4 | 11,194 | 17,765 | 665 | 3.7 |

*Figures not available or not comparable with 1940 Census data.

THE STATISTICS in this table are extracted from a final report of the 1950 Census of Housing, Series H-A, No. 8, for Delaware, which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 30¢ per copy.

Statistics on distribution of the population in Delaware are presented in a final report of the 1950 Census of Population, Series P-A, No. 8, now available from the Superintendent of Documents at 15¢ a copy. Descriptions and maps of "urbanized areas" are presented in this report.

Statistics on characteristics of the population in Delaware are presented in a final report of the 1950 Census of Population, Series P-B, No. 8, available from the Superintendent of Documents, at 30¢ a copy. Descriptions of Standard Metropolitan Areas are presented in this report.

A Standard Metropolitan Area is generally described as a county or group of contiguous counties with at least one city of 50,000 or more. In New England, it is defined on a town or city rather than county basis.

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.

County estimates were compiled similiarly [B•T, Jan. 7].

In starting the flow of state-county-city radio-TV homes data, the Bureau includes the following area classifications: State, urban and rural nonfarm; urban; rural nonfarm; rural farm; standard metropolitan areas; urbanized areas; cities and counties. The urbanized area figures were not compiled in the 1940 Census.

Highest saturation rate for radio homes in Delaware was found in urban or city areas, amounting to 97.7%. Lowest rate was in rural farm areas where it was 91.3%.

In Wilmington and nearby thickly populated areas there were 51,210 radio homes out of 52,807 occupied dwelling units, a rate of 98.1%. New Castle County, including Wilmington, had a saturation rate of 98%. Kent County had 92.7% and Sussex, the third county, showed a rate of 92.4%.

The Wilmington metropolitan area, including counties immediately surrounding the city showed 72,565 radio homes out of 75,075 occupied dwelling units, a rate of 97.6%.

On a statewide basis, Delaware's 23% TV saturation in the spring of 1950 compares with 33.3% in Wilmington and nearby thickly populated areas, at that early stage of TV's development when TV circulation on a national basis was less than a third of the current circulation.

# ARF REACTIVATED

## *Kobak Elected President*

ADVERTISING Research Foundation, semi-dormant all-advertising project, set out last week to attain a prominent role in the media world by starting work on four studies and electing Edgar Kobak, consultant, as president.

Mr. Kobak

Mr. Kobak, long a leading figure in the media and advertising industries, was picked by the ARF board at a Thursday meeting to direct the cooperative organization in its effort to improve advertising research and techniques. (As predicted in CLOSED CIRCUIT, March 24.)

American Assn. of Advertising Agencies and Assn. of National Advertisers have thrown their weight behind ARF, with individual media also lending their support [B•T, April 7, March 24].

The foundation already has over $125,000 in subscription income from 56 agencies, 45 advertisers and 21 media. CBS is the only broadcast member announced to date.

Basic objectives are to provide a set of research standards acceptable to the whole industry and to stimulate new techniques in advertising.

B. B. Geyer, chairman of the ARF board, announced election of Mr. Kobak following the board session.

"Appointment of Mr. Kobak as president of the foundation marks a major step forward in the new expansion program of the recently reconstituted foundation," Mr. Geyer said. "His extensive experience in business, advertising and media will be most helpful in extending the work of the foundation in better serving the advertising industry."

The new president will initiate

*(Continued on page 36)*

# AWRT MEET

## Citizenship Project Approved

THREE hundred women from all parts of the country gathered at Detroit for the first national convention of the American Women in Radio & Television, April 4-6 and all agreed that a firm step had been taken in accomplishing the organization's aim: To enable women to make a greater contribution to their industry, their station and to their own well-being.

The convention opened Friday afternoon at the Statler Hotel with a brief introduction by Edythe Fern Melrose, WXYZ Detroit, convention chairman. Gov. G. Mennen Williams made a welcoming talk and AWRT National President Edythe Meserand then addressed the group.

Before the convention opened, the national board of directors approved the first national project to be undertaken by AWRT. It will be a good citizenship project for women, to be titled "Are Women First Class Citizens?"

Material will be furnished by the Project Committee to AWRT members, enabling them to enlist the active support and understanding of the women in communities throughout the United States, to inform them of their citizenship responsibilities as women, and to stress vigorously how important they can be in the scheme of things.

### Reform For Future

AWRT leaders expect this project to be very influential, in years to come, in overcoming corruption, unsatisfactory school conditions, juvenile delinquency, poor housing and generally raising living standards.

Saturday was devoted to a series of five panel discussions on different phases of telecasting and broadcasting.

In "You Gotta Have Vision in Television," chairmanned by Miss Melrose, the problems faced by a TV director, a TV network executive an advertising agency official and the operator of a small television studio were discussed. Each field was covered by someone in that field who explained how his or her problems was solved.

Esther Van Wagoner Tufty, a Washington syndicated radio news writer, led a discussion labeled "Why Not More News" in which several speakers gave their views on how radio and TV news programs could be broadened and improved. At this panel, President Meserand, a newswoman with WOR New York, explained the need of unbiased, accurate and concise news reports.

The leading address in the panel discussion "How to Sell . . . and Sell . . . and Sell" was made by Stephen Douglas, director of sales of The Kroger Co., Cincinnati, O.

Speaking at the panel "Meet the Agencies," Ann I. Gleason, owner of the Gleason Advertising Agency in Detroit, listed five "dont's" for women in TV and radio: (1) don't pack your program with too many commercials; (2) don't take a product on your program unless you believe in it; (3) don't take competitive products without allowing a reasonable time to elapse between them; (4) don't let your programs become stereotyped; (5) don't pass your fan letters on to the sponsors without answering them.

She also urged women in radio to sell their bosses on not getting panicky about the present competitive situation because the tendency to cut rates, special deals and agency-by-passing can lead to destruction.

In the discussion "The Public Be Served," Henriette Harrison, radio-TV director of the YMCA and YWCA in New York, urged her listeners to be schizophrenic, altruisitic and commercial at the same time, by participating in community organizations as much as possible.

"Ten who became tops" was a novel feature of the convention. Miss Melrose introduced 10 of the most successful AWRT members who spoke briefly.

The ten were: Gladys Blair, radio-TV account executive, Young & Rubicam, Chicago; Kathleen Lardie, WDTR Detroit; Agnes Law, CBS librarian, New York; Elizabeth Marshall, assistant director, WBEZ Chicago; Christine Miller, General Foods Corp., New York; Bette Doolittle, assistant to the director of TV, NARTB; Joyce Smith, WDSU-TV New Orleans; Josephine Wetzler, director of education, WLS Chicago; Geraldine Zorbaugh, legal counsel, ABC, and Norma Young, KB Hollywood.

Assistant Secretary of Defen Anna M. Rosenberg sent a messag of congratulations to AWRT, cite the growth and progress of its firs year as an organization. Notin the "splendid record of service t the nation" by AWRT, Mrs. Rosen berg said: "We of the Defens Dept. are deeply grateful for th support and cooperation we hav always received from your mem bers."

The seven winners of the McCal Mike awards selected for outstand ing public service. were honore at the McCall award dinner Satur day night. Dr. Hale Aarnes, di rector of education in radio and television at Stephens College, Columbia, Mo., was dinner speaker on "The Undefined Impact."

At the convention's conclusion the AWRT national officers for the coming year were announced. Elected president was Doris Corwith, supervisor of talks and religious broadcasts for NBC. She is a past national president of the American Legion Auxiliary. New secretary-treasurer is Jane Dalton, director of women's programs, WSPA Spartanburg, S. C.

The four new area vice presidents are Dorothy Fuller, WBET Brockton, Mass.; Alice Sieberg, WCYB Bristol, Va.; Elizabeth Marshall, WBEZ Chicago, and Molly Morse, KGB San Diego.

# POLITICAL TIME

## Overcharging Is Hit By Rep. Mansfield

LEGISLATIVE whip may be cracked against stations which overcharge political candidates for their advertisements, Rep. Mike Mansfield (D-Mont.) cautioned Thursday.

He thus revived a complaint he made in December 1950 when he was chairman of the House Special Campaign Expenditures Committee [B•T, Jan. 15, 1951, Dec. 4, 1950].

At that time, the committee scolded certain broadcasters for charging higher rates for political advertising than for commercial advertising. NARTB (then NAB) immediately re-routed the congressman's complaint to stations. The NAB board adopted a resolution calling for the desist of such practices by stations and sent a copy of the resolution along with a statement by Judge Justin Miller, then president and now chairman of the NARTB board, to individual broadcasters.

Rep. Mansfield, however, brought the subject up again in a speech on the floor of the House warning that he "was studying legislation" in this regard. As he put it to BROADCASTING • TELECASTING later, the legislation would be directed against those stations "who charge twice as much" for political advertisements as they do for commercial advertisements.

The campaign expenditures committee, he said, had been concerned with it in its final report in 1950. While he would not specify whether new complaints of so-called rate overcharging had been received by his office, Rep. Mansfield pointed out that he remembered the "prompt" action taken by NARTB in warning stations.

### Repeals Hatch Act

His speech was delivered as he introduced a bulky bill designed to amend the Federal Corrupt Practices Act. The measure (HR 7488) would repeal the Hatch Act and make it mandatory for candidates and persons spending money on behalf of candidates to reveal the amounts spent and register with an election government agency, Office of Election Records.

A catch-all bill, the new elections law proposal would affect political advertising on the airwaves indirectly, i.e., make mandatory upon candidates and persons supporting candidates to keep records and file amounts spent for radio-TV time. It would cover not only national elections but also primaries and nominating conventions.

Expenditures and contributions would be publicized through the press to the American people, Rep. Mansfield told his colleagues. It would repeal the "absurdly low financial limitations which have existed since 1925 and which are one of the main reasons for the continual evasion of the statutes by candidates."

Rep. Mansfield asked for an immediate hearing from the House Administration Committee to which the bill was referred. It's "time for Congress to put its own house in order," the congressman emphasized, noting that his measure was being offered when corruption was an issue in government.

**AT formal opening of the American Women in Radio & Television convention April 4-6 at Detroit's Statler Hotel were (l to r) Edythe Fern Melrose, WXYZ Detroit, convention chairman; Gov. G. Mennen Williams; Edythe J. Meserand, national president, and Dorothy Fuller, WBET Brockton, Mass., past secretary-treasurer and elected an area vice president.**

## N.Y. AMA-SEC Clinic

N. Y. CHAPTER, American Marketing Assn., in cooperation with the Sales Executive Club of New York, will conduct its 1952 merchandising clinic April 29-30 in New York's Hotel Roosevelt. Conference will include panel discussions and business sessions on such topics as robot selling, media merchandising, co-op advertising, contests, test markets, and retailing trends. Joint luncheon meeting with the Sales Executive Club will be held April 29, with a closing luncheon following day.

# SPRING BUSINESS

## Radio, TV Report Rise

SPRING activity in both radio and TV took an unexpected leap last week.

One advertiser, Manhattan Soap Co. (Sweetheart soap), decided to drop its alternate-week NBC-TV show and put the budget into a radio campaign of news and spot announcement schedules, to be placed on a local basis. The agency, Scheideler, Beck & Werner, New York, currently is lining up availabilities in major cities to start May 12 for approximately 13 weeks. The soap firm may return to TV next fall but plans are still indefinite.

Manhattan drops its *One Man's Family* on NBC-TV (Sat., 7:30-8 p.m., alternate weeks) despite the high rating of the program, reportedly because it is unhappy with the time period. Meanwhile, Miles Labs will continue to sponsor alternate weeks and NBC, which owns the show. Network expects to line up another sponsor shortly.

At least three advertisers are understood to be interested in the television version of *Our Miss Brooks*. Colgate - Palmolive - Peet, which has first option on the show and also sponsors the radio version on CBS Radio, is expected to make a decision early this week. Both General Foods and American Tobacco Co. are said to be interested in taking over the TV version, if Colgate turns it down.

**Benny Replaced**

American Tobacco Co. will replace the *Jack Benny Show* on CBS Radio (Sun., 7:30-8 p.m.) for the summer season with *FBI in Peace and War*. Mr. Benny will return to the time period in the fall for Lucky Strike cigarettes. The talent cost on the show will be cut from $25,000 weekly to $18,000 in the new fall contract, it was understood. BBDO, New York, is the agency.

General Foods (Jell-O), which had been considering sponsorship of Edgar Bergen on CBS-TV, has definitely decided not to take the program.

Gulf Oil Co. for its Gulf Spray insecticide is considering a 16-week summer radio series of 2½- to 3-hour Sunday afternoon shows on CBS Radio, featuring a disc jockey. Deal late last week was still in the negotiating stage because the telephone strike had held up station clearances. The show would feature recorded and live music, with local cut-ins for reports on local weather, traffic conditions, etc. Gulf is expected to reach a final decision this week. Young & Rubicam, New York, is the agency.

Realemon-Puritan Co., Chicago (Lemon Juice), will pick up sponsorship of the 10-10:15 a.m. segment of the *Arthur Godfrey Show* on CBS Radio, which has been sponsored by Ovaltine, on May 5. Schwimmer & Scott, Chicago, is the agency.

B. F. Goodrich Co. is following the trend of sharing TV expenses via alternate - week sponsorship, with its decision to take over the George Burns and Gracie Allen TV show every other Thursday, starting next fall. Carnation Co., Los Angeles, which currently sponsors the show on alternate Thursdays, has renewed effective Oct. 2 for another 52 weeks through Erwin, Wasey & Co., New York. BBDO, New York, is Goodrich agency.

## W&W DISSOLVED

### Mark Woods to Retire

DISSOLUTION of the advertising agency of Woods & Warwick, New York, which was organized last fall, was announced last week.

One of the partners, Mark Woods former president and vice chairman of ABC, has retired to live in Sarasota, Fla., while the other, J. R. Warwick, joined Kenyon & Eckhardt, New York, as vice president and general executive.

Before forming his own agency with Mr. Woods, Mr. Warwick was vice president and director of Warwick & Legler, where he served such accounts as Sherwin-Williams, Vick Chemical Co., Motorola and others. He is chairman of public information of the United Negro College Fund and a member of the board of governors of the Dartmouth Club of New York.

Mr. Woods had been vice chairman of ABC for one year prior to formation of the agency and formerly had been president of the network since its inception in 1942. Before that Mr. Woods was with NBC, which formerly operated the network, as vice president and treasurer. He originally moved to the network from AT&T in 1926.

## New Post For LeVally

NORMAN W. LEVALLY who retired from the agency business a year ago with dissolution of LeVally Inc., Chicago, has joined MacFarland-Aveyard, same city, as manager of the business development department. LeVally Inc. handled 12 accounts with a 4½ million yearly billing. Mr. LeVally also worked as an account executive at Leo Burnett Agency.

## CUBAN NETWORK

### Edmund Chester Heads $1 Million Purchase

EDMUND CHESTER, veteran CBS news executive, becomes quarter-owner and general manager of RHC-Cadena Azul under a million dollar cash transaction consummated last week, whereby a new joint Cuban-United States company takes over the operation from the Amando Trinidad interests.

Mr. Chester, director of news and public affairs for CBS Radio and well-known in Latin American radio and TV circles, left New York Saturday for Havana where formal transfer of the properties will take place.

RHC is a network of 10 standard broadcast stations covering the islands, plus two international shortwave stations. Six TV channels already have been allocated and Mr. Chester said the plan is to get their construction underway immediately. It is understood his salary will be in the neighborhood of $100,000 a year and that he also will acquire an interest in a related set manufacturing project.

Mr. Chester said he could not identify the American interests but he described them as businessmen and private investors, not now identified with broadcasting in this country. The Cuban interests are represented by Gaspar Pumarejo, former part owner of Union Radio, which placed CMUR-TV on the air in October, 1950—Havana's first TV station.

**Don't Confuse With Roosevelt**

Mr. Chester told BROADCASTING • TELECASTING that the transaction is not to be confused with reports of plans of Elliott Roosevelt to enter the Cuban radio-TV field. He said his transaction was not consummated until the Roosevelt negotiations had been concluded.

A close personal friend of General Fulgencio Batista, Mr. Chester said the Cuban president is not identified with the new ownership. He had discussed the matter with Gen. Batista, however, after the leader's *coup d'etat*, and he said the Cuban executive thought the transaction "would be a good thing." It was learned that Gen. Batista, during his exile from 1944-49, spent considerable time with Mr. Chester in this country.

RHC, radio-wise, has been the top competitor to CMQ, the Goar Mestre network. CMQ, besides its key TV station in Havana, recently began operation of two additional outlets and likewise holds construction permits for an aggregate of six stations.

Mr. Pumarejo will be president of the new company, with Mr. Chester as general manager, part owner and operating head.

Mr. Chester plans to return to the United States following the meeting today (Monday) at which the transaction will be concluded. He will return to Cuba as soon as his affairs at CBS Radio can be delegated. It was expected that Wells Church, news editor-in-chief, will become acting head of CBS Radio news and public affairs.

Mr. CHESTER

Mr. Chester first went to Cuba in the early '30s to cover a Cuban revolution for Associated Press. That assignment in Havana, taken on only six hours notice, was the beginning of a career as foreign correspondent. During the succeeding eight years, Mr. Chester traveled some 250,000 miles and distinguished himself as a reporter of Latin American events.

In November 1940, he was named director of Broadcasting to Foreign Countries for CBS. In 1948, he became CBS director of news and special events. A native of Louisville, Mr. Chester is in his mid-50s. He served in 1915 under the late Gen. John J. Pershing in the Mexican Border Expedition and also is a World War I veteran.

## ATOMIC TESTS

### Networks Plan Coverage

MAJOR networks are planning to send as many representatives as they are allotted for the Atomic Energy Commission's "developmental activities on the weapons program"—and atomic blast—to be conducted in Nevada April 21.

ABC announced that it will attempt to bring both radio and television audiences on-scene reports of the tests and has assigned network engineers to study transmission and recording problems.

NBC television news last week scheduled its own films of the blast for 11:15-11:30 p.m., EST, April 22. Special camera crews are to rush their work to NBC West Coast television headquarters in Hollywood for processing and telecasting.

Mutual Broadcasting System spokesman said their network would carry on-scene broadcasts, if possible, or at least would have taped descriptions on the air as soon as they were passed by security checkers.

CBS Radio assigned Commentator Robert Trout as their witness of the tests, where media representatives and civil defense officials are to be admitted on a quota basis.

Plans of other radio and television networks had not been completed at the end of last week.

## INFO. PERSONNEL

### Radio-TV Funds Attacked

PUBLIC information personnel of the Defense Dept. drew fire again last week on Capitol Hill as House members lashed out at use of funds for radio and television programs.

Despite these criticisms, the House voted down a proposal to delete $312,000 recommended by its Appropriations Committee for the department's Office of Public Information. The overall fund cuts may mean a reduction of 75% in defense personnel and 50% in each of the services—Army, Navy and Air Force [B•T, April 7].

Rep. Pat Sutton (D-Tenn.) labeled OPI activities as "propaganda" consisting of "radio programs, with movie stars, and so forth on television at the taxpayers' expense." Rep. Sutton was advised that he unwittingly had reference to "recruiting" or perhaps the OPS' *Stars for Defense* series.

Rep. H. R. Gross (R-Iowa) injected that many performers "are paid $75 an hour, when most of the people who watch television and listen to the radio programs think they are contributing their services." He said he found no limitation in the defense bill "which would prohibit any branch of the service from paying . . . for the services of actors, singers, musicians, sports broadcasters, announcers, news commentators or script writers."

## ITU TO CONVENE

### Geneva Meeting Planned

SEVENTH session of the Administrative Council of the International Telecommunication Union will convene in Geneva, Switzerland, next Monday, with Francis Colt de Wolf serving as U. S. representative.

Mr. de Wolf, chief of the State Dept.'s Telecommunications Policy Staff, will be accompanied by Helen G. Kelly, also of the policy staff; Donald C. Blaisdell, U. S. representative in Switzerland, and Wayne Mason, U. S. telecommunications attache for the American legation at Bern.

The council, which comprises 18 ITU members, will discuss administrative and fiscal operations of the union in preparation for the Plenipotentiary Conference at Buenos Aires this October. A major council function is to insure efficient coordination of all ITU work.

## Richter Appointed

EDWIN C. RICHTER Jr. has been appointed general manager of WKRC-FM Cincinnati, Transit Radio outlet, according to David G. Taft, managing director of Radio Cincinnati Inc., licensee of WKRC-AM-FM-TV. He succeeds Robert F. Bender, who has transferred to the sales department of WKRC-TV. Mr. Richter has been a WKRC-FM account executive since September 1950.

**ATTENDING luncheon-meeting in preparation of campaign of the Elliott-Lewis Corp., Philadelphia, to sponsor five news shows weekly over WCAU there are (seated l to r) Donald W. Thornburgh, WCAU president-general manager; R. F. Pettet, vice president, Elliott-Lewis Appliance Div., and T. H. Lewis Jr., Elliot-Lewis president-board chairman; standing (l to r) are Charles Shaw and George Lord, WCAU newsmen; Earle Dietrich, account executive, Joseph Lowenthal, Adv. and Alan Scott, WCAU newsman.**

# DEFENSE BUDGET

## Hill Cuts May Halt Paid Advertising

CONGRESS last week wielded its economy axe over military recruiting operations, with the prospect that virtually all paid radio-TV and other advertising funds may be eliminated after July 1.

The House of Representatives took a dim view of voluntary recruiting activities and lopped off a sizable chunk for Army maintenance and operation, under which recruiting monies fall. Personnel procurement authorities for both Army and Air Force thus are faced with the prospect of restudying the overall recruiting program and distributing the cuts down the line—providing the Senate goes along with the lower chamber.

Authorities noted that the axe was not aimed at advertising *per se* but the Defense Dept.'s personnel program as a whole. But, in any event, the combined Army-Air Force budget of $1,050,000 is certain to suffer unless the cut is restored.

Air Force recruiting officials said the reduction would mean "considerable curtailment of voluntary recruiting methods and perhaps complete elimination of the advertising program."

According to best estimates, overall recruiting monies of $12.5 million would be cut to the bone. The Air Force pointed out it would suffer more than the Army, which still receives manpower through selective service. The proposed $1,050,000 was earmarked for radio, TV and other media in fiscal 1953. The ad split is 60% Army and 40% Air Force.

The House Appropriations Committee had recommended that recruiting be pared $2 million. The lower chamber lowered the boom in adopting an amendment by Rep. Leroy Johnson (R-Calif.) to pare Army maintenance and operation $135.6 million out of the budget request of $4.5 billion. Another amendment completed the job, chopping pay and allowances for field recruiting stations 75%.

Last week's action, taken during debate on a Defense Dept. appropriations bill (HR 7391) aggregates an already bruised condition in which recruitment advertising has found itself in recent months [B•T, April 7].

When the current interim ad allocations program for radio-TV broadcasting and other campaigns expires, personnel procurement authorities will find the money cupboard bare. An estimated $2 million-plus of '52 funds is still frozen by Congressional mandate. The interim program is financed from '51 monies of which another $170,000 is tied up [B•T, Feb. 1].

In hearings before a House Appropriations subcommittee, Maj. Gen. G. H. Decker, Army Dept. budget division, pleaded that the freeze on current ('52) funds has curtailed local radio expenditures and "made the task of obtaining public service newspaper and radio support much more difficult." Congress has taken no action yet to rescind the ban.

An Air Force official, on the other hand, assured Congress that "we will try as far as we can go with free advertising—free space, free time" in carrying out the '53 campaign. The program called for radio and television spots "where we think we can get the best results," according to Brig. Gen. Omar O. Niergarth, chief, Military Personnel Procurement Service, USAF.

An MPPS authority acknowledged last week that "we will probably have to go on bended knee to all media" to sustain the program.

## Morgan Returns

EDWARD P. MORGAN, after more than a year at the Office of Price Stabilization, leaves the government agency April 15 to return to the Washington law firm of Welch, Mott and Morgan. Mr. Morgan was national director of enforcement for the agency.

## TUBE OUTPUT

### Defense Orders Needed

MANY manufacturers of transmitting tubes will need additional defense orders to continue normal operations this fall, the government was told last Tuesday.

A special advisory group met with George Henyan of National Production Authority's Electronics Division, and other officials to discuss production needs.

Committee members reported some shortages of certain tube types for non-military demands but indicated that, in the main, sufficient materials have been made available to industry. Present and proposed plant facilities should meet production needs for both transmitting and special purpose tubes, NPA was advised.

Representatives of General Electric Co., Raytheon Mfg. Co., RCA, Western Electric and other firms were told that no substantial relaxation of controls is in sight [B•T, April 7]. Copper will continue scarce another year and the nickel situation will remain acute even longer. There will be sufficient copper to meet current second-quarter needs, however.

The session was called during the heat of the steel dispute last week. The government promptly froze steel supplies deliveries for civilian needs to conserve vital stockpiles for defense.

While the strike failed to materialize, production was set back by the mantling and dismantling processes at the steel companies. There were estimates that TV set production would be cut about a million receivers if it had come off. The freeze on civilian goods using steel will be maintained only long enough to permit withdrawal of stocks for defense production.

Aside from receiver production, TV broadcasters are pinning their hopes for new station construction on availability of structural steel late this year and in 1953.

## NBC COMEDY PLAN

### Introduced in N. Y.

NBC's Comedy Development Plan to build new comedians, new writers and new material for television has been introduced in New York studios, with the first of a series of bi-weekly revues staged for an audience of NBC executives, TV directors and program producers.

Produced by William Gargan Jr., the revues are not telecast and are actually auditions intended to introduce new talent and test new comedy possibilities, according to Joe Bigelow, producer of NBC-TV's *Royal Showcase*, who is also in charge of the development plan. The comedy tests are the first phase of an over-all talent development scheme, ultimately to include the NBC tryout theatre and the NBC variety theatre on broadway, he said. Results of comedy development should be offered on the NBC-TV network starting this summer, Mr. Bigelow added.

# RADIO HELPS AP

## Newsgathering Cited

ASSOCIATED Press services in the U. S. and 72 other countries were channeled to a total of 5,564 outlets by the end of 1951—with domestic radio membership alone having increased by 58 to a total of 1,126—according to a year-end report by the AP general manager, made public last Friday.

Domestic newspaper members increased by 13 to 1,733, and outlets for the news, radio and picture report outside the United States rose by more than 200 to reach 2,705.

Speaking of the radio news service—as distinguished from domestic and world newspaper service, newsphotos, features, *etc.*—the report said that, since it was impossible to give over the radio wire to individual requests for specialized coverage, radio service would operate "on the basis of the greatest good for the greatest number of subscribers."

Some station members, it was noted, had sought only football scores and game details on Saturdays during the fall, even to the exclusion of all general news, and there had also been requests for baseball play-by-play coverage and fights, round-by-round. Other stations had requested extensive coverage of special events lending themselves to sales of programs, such as the Japanese peace conference at San Francisco.

### Seeking Greater Coverage

State meetings of radio members, the report continued, persisted in seeking greater coverage of the particular areas on Sundays. "Fundamentally," the general manager observed, "they are looking for something that does not exist, since people's normal activities do not make news Sunday mornings." AP tried to expand its Sunday coverage with long-distance telephone calls and telegrams, however.

General news coverage was aided and increased throughout the year by participation of radio members, it was said. Cooperation of most of the 162 radio members in localities where there are not newspaper members was particularly cited as "of noteworthy value."

Possibility of regular AP membership for qualified radio stations, suggested by the AP board of directors as early as 1950, was discussed with newspaper members and various state groups throughout the year, the report indicated, "but no definite conclusions were reached."

Radio subscribers — quoted as praising AP services highly and criticizing harshly — indicated a marked preference for straight, factual news reports and omission of slang from radio news wire, although an occasional colorfully written feature story drew member praise, it was noted. A usual criticism was that women's scripts were overly specialized, that rural radio listeners had no interest in recipes for avocado salad or in Paris styles.

Radio members of AP continued to form state associations, according to the yearly review, with a new group formed in New Mexico to bring the total to 36 state groups which cover the geographical areas of 46 states plus the District of Columbia and Alaska.

The report noted that Tom O'Neil, radio news editor of AP for 11 years, retired and was succeeded in late December by John A. Aspinwall, former general early news editor.

# COLLEGE RADIO

## Discussed at IBS Clinic

COLLEGE radio is still largely an untried advertising medium which should develop more facts about itself and its market but which the sponsor will be ready to use when its proves itself, an Intercollegiate Broadcasting System sales clinic was told April 4 at Columbia U., New York.

The speaker was James C. Bowling of Philip Morris & Co.'s college sales department, who outlined both advantages and disadvantages of advertising via the wired-radio campus stations.

Thomas F. Clark, national representative for the IBS group, reported "reasonable success" in sales of spot announcements, but emphasized the need for developing programs to offer agencies as well as for more audience and market data. "We are beginning to get the medium across to the advertisers," he asserted.

Other speakers in the IBS weekend sales and promotion clinic included Leslie T. Harris, radio-TV director of Colgate-Palmolive-Peet, who stressed the importance of public relations and publicity and also noted the value of campus radio experience as an "entree into radio"; Roy C. Porteous, NBC-TV account executive, who discussed "The Television Salesman"; J. Donald Foley, WCBS New York advertising and promotion director, who outlined station promotion needs and tools, and Samuel Kaufman, NBC press dept., who sketched NBC's activities in the various fields of publicity.

# 'POLITICAL' ADS

## Humphrey Seeks Curb On Deductible Tax

FRONTAL attack on institutional advertising was promised by Sen. Hubert H. Humphrey (D-Minn.) last week which may add steam to a brewing fight on Capitol Hill with the advertising industry.

It was learned by BROADCASTING • TELECASTING that the Senator is engaged in consultation with the Bureau of Internal Revenue in an effort to determine how so-called "political" institutional advertising can be eliminated as a deductible tax expense by corporations.

This new development followed Sen. Humphrey's broadside against "political" institutional advertising in a speech on the Senate floor [B•T, April 7].

At present, the bureau's policy is to permit institutional advertising to be deducted as an expense providing the amount spent is "reasonable" in comparison with the firm's advertising budget of previous years.

Sen. Humphrey would have the bureau tighten this policy and crack down on firms which use so-called "political" advertising and mark off this expense in their income tax returns.

Over the weekend of April 5, Sen. Humphrey's Senate Small Business Subcommittee on Newsprint released a report of a study made on the problem of newsprint supply.

In the report, the subcommittee concluded that "postal subsidies and tax regulations tend to stimulate advertising that may be unnecessarily extravagant and not particularly productive. Possibly our government can give more consideration to its postal rates and tax regulations."

### May Turn to Legislation

Sen. Humphrey reportedly has made his plans to first consider institutional advertising as a field where corrective administration can be applied. If the bureau is unable to tighten its hand under the law, the Senator will look into the possibility of clearing a path for the bureau through legislation.

A sentence in the report, reading: "Large publishers might help to alleviate the situation [of newsprint shortages] by voluntarily adjusting and increasing their advertising rates so as to discourage extravagant use of newspaper space for advertising," already has been disavowed by the Senator [B•T, April 7].

Sen. Humphrey said he had not been aware this language was in the report and in any case it had no business being in the report.

Should the Senator be successful in forcing the hand of the bureau in cracking down on "political" institutional advertising, the ruling would affect the funneling of ad budgets in both radio and television as well as in the printed media.

The report was delayed on Capitol Hill for a week. One paragraph was deleted when Sen. Andrew F. Schoeppel (R-Kans.) said he would criticize sections of the report which blamed the newsprint shortage on increased advertising.

### Further Explanation

In the report, the Senate committee recommended legislation for the formation of publisher-owner cooperatives for the manufacture and distribution of newsprint.

In further explanation of why the Senator is against higher advertising rates, an associate explained last week that the "little fellow" would be squeezed out of the picture.

While he is not against the practice of a corporation or any person advertising in order to expound political views, Sen. Humphrey said "it is not a legitimate business expense. It has nothing to do with the product sold by a corporation. . . ."

# WISMER TO LEE

## To Help Guide Expansion

HARRY WISMER, radio - TV sportscaster and commentator, has joined the Thomas S. Lee Enterprises in a general executive capacity, President Thomas F. O'Neil announced Thursday.

Mr. Wismer will be assigned to work on the new and expanded program of the O'Neil radio and television stations, including WOR-AM-FM-TV New York, and the Mutual Yankee and Don Lee radio networks, and later this month will start his own series of sports broadcasts on WOR. The five-times weekly program will be sponsored by General Tire & Rubber, of which Mr. O'Neil is vice president. The sportscaster will also develop a sports feature on WOR-TV in the future, and will continue with his reporting of major athletic events, the announcement said.

Mr. Wismer had been associated with ABC as a member of its sports division and then on a free lance basis until last fall, when he moved his New York offices from ABC quarters and assumed independent operations.

**HERE IS signing for new show, *Private Files of Matthew Bell*, starring actor Joseph Cotten, on MBS (4:30-4:55 p.m., Sunday), sponsored by Seabrook Farms Inc., Bridgeton, N. J. This is firm's first use of national radio. L to r: Jack Seabrook and Courtney Seabrook, vice presidents of firm; Mr. Cotten, and Frank White, MBS president.**

## 1881 Philip J. Meyer 1952

PHILIP JOHN MEYER, 70, founder and owner of KFYR Bismarck, N. D., died April 6 following a heart attack at his winter home in Miami Beach, Fla.

Mr. Meyer, also president of the Meyer Broadcasting Co., licensee of KFYR, founded the station in 1925. He reportedly was one of the first three persons to get a station license from ex-President Herbert Hoover, who was then Secretary of Commerce. The Dept. of Commerce then governed radio.

KFYR grew from a one-man operation to its present stature as a 5 kw station on 550 kc. From the outset, Mr. Meyer aimed at improving Canadian-North Dakotan relations, once strained.

So successful was this effort that in 1932 a delegation from Winnipeg went to Bismarck to honor Mr. Meyer.

Born in Waseca, Minn., Mr. Meyer moved to Bismarck at an early age. At the time he started the radio station he was working in his father's combination florist-stationery store.

Mr. Meyer was a member of the Bismarck Chamber of Commerce, the Rotary Club, Bismarck Masonic Lodge, the Shrine at Fargo, N. D., and recently was granted a life membership to the Elks.

Surviving are his wife, the former Etta Hoskins, of Bismarck, and a daughter, Mrs. William Ekberg, whose husband is an instructor at the U. S. Naval Academy.

Funeral services were held in Miami Beach April 8.

## Martin H. Barrett

FUNERAL services, followed by interment in Holy Cross Cemetery, Los Angeles, were held last Wednesday for Martin H. Barrett, 43, West Coast representative of Cunningham & Walsh., New York agency. He died at St. John's Hospital, Santa Monica, on April 7, after a lingering illness. Surviving are a daughter, 3½, his mother, five sisters and three brothers.

## WOPA-LBS CASE

### *Settlement Terms Studied*

FINAL terms of the out-of-court settlement between WOPA Oak Park, Ill. and Liberty Broadcasting System were being checked last week by WOPA owners Egmont Sonderling and William L. Klein. The agreement was drawn during the NARTB convention by these men, who also own United Broadcasting Co., Chicago, and Gordon McLendon, Liberty president, and James Foster, LBS executive vice president.

Although both parties have agreed not to divulge settlement terms, it is presumed Liberty will pay a cash sum to WOPA and continue with WCFL Chicago as its affiliate. WOPA charges affiliation contract violation.

## Magazine Revenues Up

MAGAZINE advertising revenues reached a new high during the first quarter of 1952, with a total of $122,941,552, up 10.1% from the $111,623,629 gross for the first quarter of 1951, according to Magazine Advertising Bureau. Pages of magazine advertising were up 3.9%, with 18,894.50 pages in the opening three months of 1952 to 18,188.13 in the same period of last year. Sunday newspaper sections are down from last year, MAB reports, with total first-quarter billings of $13,846,354 this year, down 8.5% from the $15,125,735 last year. Advertising pages in Sunday supplements for the quarter dropped to 1,160.27 this year from 1,186.34 last, a decrease of 2.2%.

## SHEA NAMED

### Heads NBC Cleveland Outlets

HAMILTON SHEA, controller of owned and operated stations of NBC, was named general manager of the network's WTAM-AM-FM and WNBK (TV), Cleveland last week following the resignation of John McCormick from that post.

The appointment, announced Tuesday by James M. Gaines, NBC vice president in charge of the O&O division, is effective May 1.

Mr. Gaines predicted that Mr. Shea "will bring new excitement to radio and television in Cleveland," and said the network's stations there "will explore new formulas and devices to accentuate the vital policy of community integration."

"Mr. Shea's most important job is one of service to the greater Cleveland community," he said. "He will add to this local service the world-wide facilities of the national networks of NBC in ra and television. Thus local and n tional programming will sta side by side to form the strong broadcasting partnership in Cle land."

With NBC since 1949, when joined as controller of the O& division, Mr. Shea formerly v treasurer and controller of Em son Drug Co. for five years, duri which time he was closely ass ciated with the successful Bro Seltzer advertising campaigns. previously was with Chase Natio Bank for two years and with T Autograph Corp. for six years.

His successor as operations rector and controller of the O& division was not designated.

#### 20-Year Radio Veteran

Mr. McCormick, leaving the ma agership of the WTAM properti has been in radio for more tha two decades and with NBC sin 1940 except for a part of 19 when he was on leave of absence serve as director of the radio d partment of the Republican N tional Committee.

He joined WGBS (now WIN New York in 1930 as an announce engaged in free-lance progra work in New York from 1932 1934, then moved to WKRC Ci cinnati as program and productio director, rising to assistant ma ager of the station in 1935 an manager in 1936. He joined WCC Minneapolis in 1938 as assista manager and two years later e tered NBC service as an accou executive in the central divisio Except for the brief leave of a sence, he remained with the centr division until named manager WTAM on Feb. 1, 1948.

## WRFD HOLDS OPEN HOUSE

### 18,471 Visit New Radio Farm at Dedication

RURAL Ohio trekked from all the state's 88 counties when 18,471 Ohioans attended a weeklong dedication of the new WRFD Worthington studios and 260-acre Radio Farm at Powell Rd. on route 23 in Delaware County.

Greeting the rural Ohioans personally was Col. "Pop Hess," 72-year-old farm sales representative.

Some 6,000 Ohio families drove an average of 75 miles through cold wet weather to cause a traffic jam near the scene, during the first big day of the Open House week, the station noted. Highlighting the opening day was a two-hour dedication broadcast with Ohio Governor Frank J. Lausche introducing the program.

"It seemed like all Ohio came walking through our front door . . . and we like it!" said J. D. Bradshaw, WRFD manager. "Our open house success proved to all Ohio stations that 'Wherever you go there is radio!'"

Included in the mass attendance were church, school, civic and farm groups, all arriving by chartered bus and special auto tours through dedication week.

WRFD staffers and Worthington high school students greeted them with tours and gifts of baby vanda orchids flown from Hawaii, animal balloons, WRFD folders and book matches. Staff personalities entertaining included Ray Roese, with Frank LaRue and orchestra, mornings on *Hospitality House*, WRFD Women's Director Mary Lou Pfeiffer on her daily programs, *Kitchen Kettle* and *Your Home* and Allen James, staff pianist, and Floyd Mussard, baritone, in quarter-hour musicals.

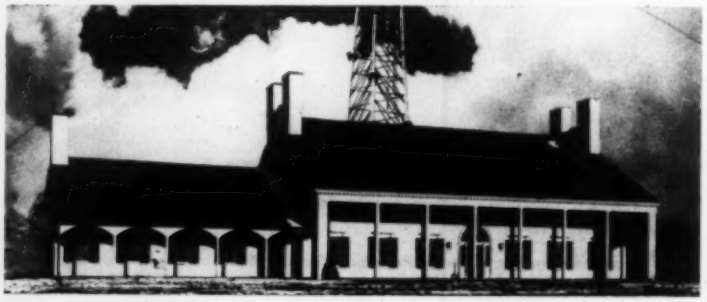
#### Dedicatory Speakers

Herbert E. Evans, vice president and general manager of the Peoples Broadcasting Corp., station's owner and operator, dedicated WRFD at the opening day ceremonies, and Murray D. Lincoln, president of the firm and of Farm Bureau Insurance companies, Columbus, spoke on "Peace Through Abundance."

The sponsors' tour took place on the second day and at a sponsors' dinner in Columbus, 400 heard talks by Edgar Kobak, WTWA Thomson, Ga.; Joseph C. Harsch, *Christian Science Monitor*, and Liberty Broadcasting System news commentator, and A. C. Nielsen Jr., administrative vice presider of the audience measurement firm.

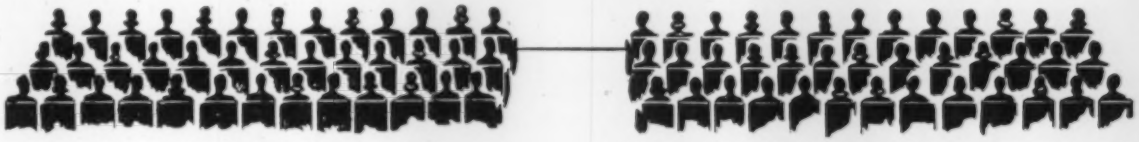
The closing day saw WRFD pr senting the first broadcast of th Columbus Little Symphony wit G. E. Hardesty conducting. B fore the Open House week WRF entertained the Ohio press at luncheon, with Mr. Evans of PB describing the station's future de velopment plans. The station wa the cover feature of the March is sue of the *Ohio Farm Bureau New* and received a seven-page sprea in the *Columbus Citizen* magazin section. More than 5,000 invita tions were mailed throughout Ohio.

During the Open House week WRFD sponsors furnishing spe cial contest and door award prize included: Meridian plastic tile Youngstown kitchen, Gibson re frigerator, Apex washer, Norg home freezer, Hamilton clothe dryer, Tappan range, Crosley elec tric range, Perfection electri range, Gruen watches, Lincol farm welder, Westinghouse roast er, Crosley radios, Columbus plas tic kitchen sets, Big H feed, Purity feed, Genuine Pfister hybrid, Mi ami baby chicks and others.



*HERE are the new studios of WRFD Worthington, Ohio, and 260-acre radio farm, dedicated during the station's weeklong Open House.*

# 1951 Iowa Radio Audience Survey reveals important trends in PROGRAM PREFERENCES!



In comparing Iowa's "best-liked" types of radio programs in 1951 with those of 1947, 1948, 1949 and 1950, the 1951 Iowa Radio Audience Survey* highlights several important trends which might well influence your radio plans.

Here, in capsule form, is the five-year comparison for 16 program types:

| MEN | 1947 Survey | 1951 Survey | WOMEN | 1947 Survey | 1951 Survey |
|---|---|---|---|---|---|
| News broadcasts | 80.4% | 87.1% | News broadcasts | 72.1% | 79.9% |
| Featured comedians | 71.5 | 62.0 | Featured comedians | 66.3 | 57.6 |
| Popular music | 39.9 | 48.5 | Popular music | 44.7 | 51.4 |
| Sports broadcasts | 38.7 | 47.4 | Audience participation | 47.4 | 49.4 |
| Audience participation | 41.7 | 41.0 | Complete drama | 43.1 | 38.4 |
| Market reports | 25.2 | 30.6 | Religious music or devotionals | 28.5 | 28.2 |
| Oldtime music | 23.2 | 29.7 | Sports broadcasts | 16.6 | 27.4 |
| Complete drama | 32.7 | 28.2 | Serial drama | 30.5 | 26.7 |
| Variety programs | 29.5 | 20.6 | Oldtime music | 19.5 | 21.9 |
| Religious music or devotionals | 17.4 | 18.4 | Variety programs | 32.3 | 21.3 |
| Talks, comment | 20.5 | 16.4 | Homemaking programs | 18.2 | 18.8 |
| Band music (brass) | 14.5 | 15.3 | Market reports | 12.8 | 16.1 |
| Talks on farming | 17.0 | 14.3 | Talks, comment | 15.0 | 15.0 |
| Serial drama | 15.2 | 12.3 | Classical music | 20.7 | 14.6 |
| Classical music | 16.1 | 9.5 | Band music (brass) | 13.2 | 13.4 |
| Homemaking programs | 4.3 | 5.4 | Talks on farming | 8.8 | 8.3 |

Note the growing popularity among both men and women of news and sports broadcasts, popular music, market reports and oldtime music. And notice the substantial decline in popularity of featured comedians, complete and serial drama shows, classical music and variety programs. In almost every case the trend is consistent, year after year, indicating a definite pattern rather than a temporary shift in preference.

You'll find the 1951 Iowa Radio Audience Survey one of your most valuable reference books. It's packed with authentic, up-to-date information. It is one of America's most dependable radio studies. *Write us for your copy, today! — or ask Free & Peters!*

**The 1951 Survey proves again that WHO continues to be your best radio approach to the Iowa market. With its 50,000-watt, Clear Channel voice, its top-grade programming and its enlightened Public Service attitude, WHO is Iowa's greatest radio outlet — listened to by more Iowans night and day than any other station in the State.**

**WHO**

**+ for Iowa PLUS +**

**Des Moines . . . 50,000 Watts**

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

**FREE & PETERS, INC.**

**National Representatives**

*The 1951 Iowa Radio Audience Survey is the fourteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews during March and April, 1951, with 9,180 Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms, to present a true and accurate picture of the radio audience in Iowa.

Advertisement

# THE NEEDLE!

by MAURICE B. MITCHELL Vice-Pres. Gen'l. Mgr.
Associated Program Service 151 W. 46th, N.Y. 19

## UNANIMOUS!

*"No transcription library can approach APS."* That was the unanimous verdict of broadcasters in the U. S. and Canada at both NARTB and CAB Conventions in Chicago and Toronto during the past weeks.

*"It sounds better"* was a frequent comment. The cumulative impact of all that fine talent . . . all that specially-arranged music . . . made a sound that broadcasters liked. And sound counts in radio.

*"What a talent list"* Delighted programmers revelled in that APS Talent Roster. Where many libraries have cut corners, APS has built well—with basic ingredient music. Yes—we saw the importance of commercial help as a part of library service long ago —long before the rest, but the big difference lies in the fact that we didn't borrow from the music (the heart of any library!) to pay for the sales gimmicks.

*"You must be after a rate increase,"* was an oft-heard comment. Broadcasters were realizing that APS' overwhelming superiority as a station tool made it an outstanding value. Where good names and *"important"* music have been on the down grade in *"promotional"* libraries, they keep piling up at APS stations. And a library is never any better than its talent and its music, no matter what else you use for trimming.

*"The phone rings more often since we started with APS"* said many friends in Toronto and Chicago. It's true there's a startling difference in APS music—because it's so different. It's a different sound, and listeners call to ask *"Where can I get that music?"* Many APS stations proudly reply: *"Sorry, you just can't get it. That's music transcribed especially for this station."*

*"We're always reading raves about your talent"* said a flock of wide-awake broadcasters. We expect that. Where else can you find winners like Rosemary Clooney . . . Guy Mitchell . . . Vic Damone . . . Evelyn Knight . . . Kay Armen . . . Ted Dale . . . Glenn Osser . . . Al Goodman. . . . a flock of others . . . always in the headlines. Recently we've seen *"Four Star"* ratings for personal appearances like the Clooney current nightspot tour . . . Guy Mitchell's Toronto date . . . Evelyn Knight's superb singing at the Swank Plaza in N. Y. . . . Glenn Osser's incomparable conducting on TV . . . etc.

*"How can you keep this up?"* Was a frequent question. It's easy to answer. We're the music specialists of the library business. Performers like us, do their very best for us. We have the know-how, and we spend our music dollars for performances that can be used, not for musical *"gimmicks"* you can't even find once the library arrives. A library is like any other kind of entertainment material. It *"plays"* or it doesn't. Ours does.

*"It's been ten years—and we use it more than ever."* We heard that from many old friends. They chuckle with us at the *"two-years-and-out"* kind of library. There's only one *"best performance,"* and once you have it, there's no sensible reason for changing to second best *"just for a change."* Stations never junk top-audience shows "just for a change" and our old friends have learned that when you have a flock of solid performances all in one library it gets better and better as time goes on and new material keeps flowing in.

*"How much?"* We enjoy hearing that question. It's a *"closer"* for us. That's because there's an APS library service for every broadcaster. Our Specialized libraries lease at rates like these: $19.50, $22.50, $32.50, $39.50, $47.50 per month. The full basic APS library costs less than any other full-sized library on the market. A bargain? Nope! Just a sensibly priced service for broadcasters, produced by broadcasters who know broadcasting problems. We have nothing else to sell—this is a full-time business for us.

ASSOCIATED PROGRAM SERVICE
151 W. 46th Street, New York
Plaza 7-7710

## McFarland Bill—Senate Eyes

*(Continued from page 25)*

rule or regulation of the Commission authorized by this Act or by a treaty ratified by the United States; and

"(5) for violation of or failure to observe any cease and desist order issued by the Commission under this section.

"(b) where any person (1) has failed to operate substantially as set forth in a license, or (2) has violated or failed to observe any of the provisions of this Act, or (3) has violated or failed to observe any rule or regulation of the Commission authorized by this Act or by a treaty ratified by the United States, the Commission may order such person to cease and desist from such action.

"(c) Before revoking or suspending a license or revoking a permit pursuant to subsection (a), or issuing a cease and desist order pursuant to subsection (b), the Commission shall serve upon the licensee, permittee, or person involved an order to show cause why an order of revocation or suspension or a cease and desist order should not be issued. Any such order to show cause shall contain a statement of the matters with respect to which the Commission is inquiring and shall call upon said licensee, permittee, or person to appear before the Commission at a time and place stated in the order, but in no event less than 30 days after the receipt of such order, and give evidence upon the matter specified therein; except that where safety or life or property is involved, the Commission may provide in the order for a shorter period. If after hearing, or a waiver thereof, the Commission determines that an order of revocation or suspension or a cease and desist order should issue, it shall issue such order, which shall include a statement of the findings of the Commission and the grounds and reasons therefor and specify the effective date of the order, and shall cause the same to be served on said licensee, permittee, or person.

"(d) Except insofar as other provisions of this Act provide for specific forfeitures, in any case where subsection (a) or (b) of this section authorizes the revocation or suspension of a license, the revocation of a construction permit, or the issuance of a cease and desist order, and in any case where section 303 (m) of this Act provides for the suspension of an operator's license, the Commission may, in lieu of revoking or suspending the license, or revoking the permit, or issuing the cease and desist order, or in addition to issuing the cease and desist order, direct the payment of a forfeiture to the United States of the sum of $500 for each day during which any offense specified in subsection (a) or (b) of this section, or in section 303 (m), occurred, or such lesser sum as the Commission may find appropriate in the light of all of the facts and circumstances of the particular case. Before the imposition of any forfeiture herein provided for, the Commission shall serve a notice of apparent liability for the forfeiture of a specific sum of money, which sum may be determined by the Commission on the basis of information then before it. Such notice shall give a reasonable opportunity to apply for a hearing, or, if a hearing is waived, to submit a written request for remission, or reduction in the amount, of the forfeiture, such written request to be supported by a statement of the facts warranting remission or reduction. The Commission, upon final determination of the amount of any forfeiture, shall give notice thereof and specify the time, not less than thirty days after receipt of notice, within which to pay such sum into the Treasury of the United States. If not paid within the period specified, suit may be brought as provided in section 504 of this Act for recovery of a forfeiture. In any case where the Commission has served an order to show cause pursuant to subsection (c) of this section, the Commission, after hearing or waiver thereof as therein provided, may, in lieu of revoking or suspending a license, or revoking a permit, or issuing a cease and desist order, or in addition to issuing a cease and desist order, in such proceeding, impose the forfeiture provided for in this subsection. If a hearing is waived, a reasonable opportunity shall be given to submit a written request for remission, or reduction in the amount of the forfeiture, supported by a statement of the facts warranting remission or reduction. Any forfeiture ordered after the service of an order to show cause shall be collected as provided above.

"(e) In any case where a hearing is conducted pursuant to the provisions of this section, both the burden of proceeding with the introduction of evidence and the burden of proof shall be upon the Commission.

"(f) The provisions of section 9 (b) of the Administrative Procedure Act which apply with respect to the institution of any proceeding for the suspension or revocation of a license or permit shall apply also with respect to the institution, under this section, of any proceeding for the issuance of a cease and desist order or for the imposition of a forfeiture."

## ABC-UPT MERGER

### Hearing Nears Conclusion

FINAL two- to four-week phase of the hearing on the proposed merger of United Paramount Theatres with ABC begins at the FCC today (Monday) [B•T, April 7].

First witness will be Gordon Brown, owner of WSAY Rochester, N. Y. He will appear as a public witness. Mr. Brown has been at odds with the networks—especially ABC—for some time.

Next part of hearing will bring testimony from DuMont officials, who will offer rebuttal to testimony favoring the merger.

WSMB New Orleans half-interest transfer from Paramount Pictures to UPT will be considered next.

Finally, FCC Counsel Frederick W. Ford will cross-examine Paramount Pictures and UPT directors. He is expected to delve into the propriety of certain theatre acquisitions by those companies.

The number of witnesses Mr. Ford plans to question and the manner of his interrogation will determine whether the hearing is concluded within two weeks or four weeks.

FCC Hearing Examiner Leo Resnick said that regardless of whether the proceeding is completed with two weeks or a month he still expects to issue his initial decision by October 1.

Observers point out that if the Commission accepts Mr. Resnick's findings the final decision may be out by December 1—providing that upon filing of the exceptions to the initial decision, the Commission proceeds promptly to oral argument.

On the other hand, if the Commission should differ with the examiner's conclusions, the final decision may not be forthcoming for a much longer period of time.

The hearing began Jan. 16.

## Haber Buys WFEC

SALE of WFEC Miami, 250 w daytime station on 1220 kc, was completed last week pending FCC approval. Price is $75,000. Buyer is David Haber, of New York and Miami, who has investments in real estate and has interest in various taxicab companies including 50% of Cresent Cab Co., New York. Seller is Howard D. Steere. Transaction was handled by Blackburn-Hamilton Co.

Watch your pennies, Mister!
When you buy radio time these days, you want to make every penny count. In Baltimore, the way you do it is simple. You just buy WITH—the BIG independent with the BIG audience!
Every penny you spend on WITH helps produce exactly what you want from radio—*low cost results!* Because WITH delivers more *buying* listeners-per-dollar than any other radio or TV station in Baltimore.
No wonder WITH is so popular with the local folks! Their advertising *must* produce immediate, economical results. *And WITH regularly carries the advertising of more than twice as many retail merchants as any other station in town!*
Let your Forjoe man give you the whole WITH story today!
WITH
IN BALTIMORE
TOM TINSLEY, PRESIDENT
REPRESENTED BY FORJOE & COMPANY

## To an advertiser who prefers to captivate audiences

There are no captive radio audiences in Iowa. Every set has a dial. The dials work, the radios work, and any listener is free to free lance. Apart from the totalitarian implications of the word (no self-respecting Iowan—that's the same as saying no Iowan—would sit still for being a captive anything) we figure an audience earned on program merit is more healthy for business.

Being on WMT, CBS outlet in Eastern Iowa, is like occupying a choice location on Main Street. Twenty-three of the top twenty-nine programs are on CBS. There's great customer traffic—great opportunity to reach more than 300,000 radio families in WMT-land. They're captivated by programming—CBS and local. For full details, trap a Katz Agency rep (*they* capture easy).

WMT CEDAR RAPIDS

5000 WATTS, 600 KC

REPRESENTED NATIONALLY BY THE KATZ AGENCY

BASIC CBS RADIO NETWORK

## ARF Reactivated

*(Continued from page 27)*

a study of the Foundation's program and make recommendations for enlarging the service to the membership.

A complete report was made at Thursday's board meeting on the various research projects which ARF plans to undertake. It is expected that analyses of these projects will be completed within a month, so that work can be commenced without further delay. A survey of the membership showed a study of magazine ad readership measurement and one of radio-TV ratings most wanted by most subscribers, and it was indicated they will be undertaken first. The ARF research committee has also recommended two short-term projects, one of preparing analytical tabulations of the findings of ARF continuing studies, the other a study of the relationship of advertising expenditures to sales and to national income. Presumably these will also be launched promptly.

Mr. Kobak will serve as salaried president of ARF but continue his consulting practice, retaining his headquarters at 341 Park Ave., New York. He is not under contract to ARF and is to devote one day a week to the foundation once it is well under way.

### Among Clients

Among his clients, it is understood, are General Mills, Knox-Reeves Adv., Miles Laboratories, Westinghouse Radio Stations Inc., A. C. Nielsen Co., Cleveland *Plain Dealer*. He also is identified with McGraw-Hill interests.

In addition Mr. Kobak is owner of WTWA Thomson, Ga., and a weekly newspaper in that city. He is an NARTB director-at-large for small stations. Just a fortnight ago he resigned as chairman of the board of Broadcast Advertising Bureau. In advertising much of his career, Mr. Kobak was president of Mutual network before becoming a consultant. Prior to that he had served in high executive capacity at NBC and McGraw-Hill as well as in the agency field.

Fred B. Manchee, executive vice president of BBDO and chairman of the ARF Projects Development Committee, reviewed survey results at the ANA convention in March.

In the survey, 72% voted for the magazine readership study and 65% wanted the radio-TV ratings study. Ranking fourth was the effect of TV on magazine and/or newspaper reading.

"We want to be sure that we can rely with confidence on the data we receive on the measurement of our radio and television advertising," Mr. Manchee had told the ANA convention. He added that agencies rated the radio-TV project first in their voting, with advertisers ranking it fourth and media fifth.

ARF will not go into the rating measurement business, according to Mr. Manchee, but try to get the answers to questions asked about present methods and techniques. This, he felt, would aid in interpreting present data and possibly lead to improved techniques. In addition it would put into force recommendations made last year by a special test survey committee which called for field testing of broadcast research methods. This committee had been formed following an advertisement in the July 10, 1950 issue of BROADCASTING • TELECASTING.

In this advertisement Stanley G. Breyer, KJBS San Francisco, pointed to confusion in radio research and proposed an impartial evaluation of techniques. The report was made March 3, 1951 by Dr. Kenneth H. Baker, then NAB research director who served as chairman of the special test survey committee.

## PEABODY AWARDS

### Announcement Set May 1

ANNUAL George Foster Peabody Radio and Television Awards will be announced May 1 in New York at a meeting of the Radio Executives Club of that city at the Waldorf-Astoria, Dean John E. Drewry of the Henry W. Grady School of Journalism, U. of Georgia, has announced.

The awards, given for outstanding meritorious public service during 1951, are presented to individuals, stations and/or networks as follows:

Radio—for public service by a regional station above 1 kw, public service by a local station 1 kw or under, reporting and/or interpretation of the news, drama or other non-musical entertainment, music, education, children's program or series and promotion of international understanding; television—education, entertainment, news and/or interpretation and children's program or series. Special awards also are made.

## LEE ESTATE

### Twin Sisters Named

TWIN sisters Marilyn Joan and Mary Jean Lee who will eventually receive nearly $1 million from the estate of the late Thomas S. Lee have been granted a monthly allowance of $150 each in Santa Monica Superior Court.

Cousins of Mr. Lee, the 16-year-old twins were among 10 persons named to share $4,788,206 remaining from $12½ million left by the heir to the late Don Lee broadcasting and automobile distribution fortune. They are daughters of the late Cupler Lee, brother of Don Lee, and reside with their mother, Mrs. Frances M. Lee in Northridge, Calif. The twins are to receive $470,000 each from estate.

# 1ST with TEXANS

More Texas advertisers used KMAC during the first quarter of 1952 than any other San Antonio radio station.

"Texans Know Texas!"

KMAC

25 YEARS OF SERVICE

MUTUAL ON 630
SAN ANTONIO

★ HOWARD W. DAVIS, OWNER

★ REPRESENTED NATIONALLY BY GEORGE P. HOLLINGBERY Co.

## Dissenters—Jones, Hennock, Sterling

*(Continued from page 24)*

sole basis for Comr. Webster's concurring opinion.

"The failure of the commercial interests to make a strong, positive showing with respect to educational productions leaves me with the impression that that group is not as prepared to voluntarily go forward with this type of television programming as originally indicated . . .," he said.

"But, with respect to an overwhelming majority of the 209 communities tentatively assigned educational channels by the Third Notice, support therefor by local educational organizations took, for the most part, the form of affidavits stating that reservations of such channels were desired," he continued.

". . . we are left with no alternative. Despite the inadequate showing made by the non-commercial educational group, circumstances dictate that the requested reservations be made," he concluded.

## WBT's 'Mr. Dixie'

CAREER of Grady Cole, WBT Charlotte farm director, is traced in the April 19 issue of *Collier's* magazine. The article is written by William A. Emerson Jr. under the title, "Mr. Dixie." Writes Mr. Emerson: "Grady is generally recognized in the Carolinas by sight or sound. He'd be downright disheartened if a formal introduction were necessary."

## upcoming

April 15-17: **AIEE Southwest District meeting, Jefferson Hotel, St. Louis.**

April 16: **Brand Names Foundation's "Brand Names Day" conference, Waldorf-Astoria, New York.**

April 16: **BAB Sales Clinic, Los Angeles.**

April 16-18: **American College Public Relations Assn. 36th annual convention, Carter Hotel, Cleveland.**

April 17-20: **Ohio State U. Institute for Education by Radio-Television, 22d annual meeting, Deshler-Wallick Hotel, Columbus, Ohio.**

April 19: **Ohio Assn. of Radio News Editors, annual meeting, Deshler-Wallick Hotel, Columbus, Ohio.**

April 19: **Catholic Broadcasters Assn. midwestern regional meeting, Chicago.**

April 19: **Cincinnati section, Institute of Radio Engineers, Spring technical conference, Cincinnati.**

April 20: **Los Angeles Advertising Women Inc., in cooperation with Advertising Assn. of the West, annual Frances Holmes achievement awards, Ambassador Hotel, Los Angeles.**

April 20-24: **American Newspaper Publishers Assn., annual convention, Waldorf-Astoria, New York.**

April 21: **BAB Sales Clinic, San Francisco.**

April 21-25: **Society of Motion Picture and Television Engineers, 71st semi-annual convention, Drake Hotel, Chicago.**

April 21-26: **Educational Television Programs Institute seminar, Pennsylvania State College, State College, Pa.**

April 23: **BAB Sales Clinic, Portland, Ore.**

April 24: **MBS stockholders annual meeting, New York.**

April 24: **BMI Program Clinic, Palliser Hotel, Calgary, Alta.**

April 24-25: **Radio-Television Mfrs. Assn. and RTMA of Canada, 9th International convention, General Brock Hotel, Niagara Falls, Ontario.**

April 25: **BAB Sales Clinic, Seattle.**

April 25-27: **Advertising Federation of America, Fourth (Florida) district, Casablanca Hotel, Miami Beach, Fla.**

April 28: **BMI Program Clinic, Owensboro, Ky.**

April 28: **BMI Program Clinic, Phoenix, Ariz.**

April 28: **BMI Program Clinic, Missoula, Mont.**

April 29: **BMI Program Clinic, Nashville, Tenn.**

April 29: **BMI Program Clinic, Charleston, W. Va.**

April 29-30: **New York Chapter, American Marketing Assn.-Sales Executive Club of New York, merchandising clinic, Hotel Roosevelt, New York.**

April 30: **BMI Program Clinic, Sioux Falls, S. D.**

April 30: **BMI Program Clinic, Battle Creek, Mich.**

April 30-May 2: **Assn. of Canadian Advertisers, 37th annual meeting, Royal York Hotel, Toronto.**

## NARTB MEMBERS

### Total Passes 1,500 Mar

AM STATION membership of NARTB reached the 1,000 mar last week—highest point in the las two years, according to Presiden Harold E. Fellows. This bring the overall membership total t more than 1,500, comprising i addition to the AM group a tota of 376 FM stations, 92 TV mem bers (88 stations, four networks and 75 associate members.

No. 1,000 in the NARTB AM di rectory is WOWL Florence, Ala. according to William T. Stubble field, NARTB station relations di rector.

Most of the members recently signed made application during the NARTB convention in Chicago where the Station Relations Dept. maintained a service desk. Over 1,100 service calls were handled at the desk by William Treynor, assistant station relations director, and Helen Fruth. The service desk served as a central point for phone calls, telegrams and other messages addressed to convention delegates.

Other new member stations include KLCN Blytheville, Ark.; KLO Ogden, Utah; KOJM Havre, Mont.; KSJV Sanger, Calif.; KULP El Campo, Tex.; KVNU Logan, Utah; KWKC Abilene, Tex.; KUSC (FM) Los Angeles; WACO Waco, Tex.; WANS Anderson, S. C.; WQXI Buckhead, Ga.; WVLK Versailles, Ky.; WSFA Montgomery, Ala.; WPAQ Mount Airy, N. C.; WPAL Charleston, S. C.; WNOK Columbia, S. C.; WLOK Lima, Ohio; WIBW Topeka; WGTM Wilson, N. C.; WGCM & WGCM-FM Gulfport, Miss.; WCRI Albertville, Ala.; KWCB Searcy, Ark.; KHAS Hastings, Neb.; KCKN Kansas City.


# 17 OUT OF 18 PREFER WDAY, FARGO!

An independent survey of radio listening habits in the Red River Valley was recently made by students at North Dakota Agricultural College. The Survey covered 3,969 farm families in 22 counties within about 90 miles of Fargo. In answer to the question, "To what radio station does your family listen most?" 78.6% of the families said WDAY, 4.4% Station "B", 2.3% Station "C", 2.1% Station "D", etc. WDAY was a 17-to-1 choice over the next station . . . a *3½-to-1 favorite over all competition combined!**

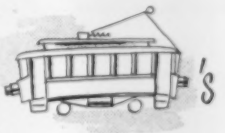
It's the same story in town. Year after year, WDAY makes a run-away of the Hooper race, consistently getting a 3-to-1 greater Share of the Fargo-Moorhead Audience than *all other stations combined!*

Truly, WDAY is a colossal radio buy in a stupendous farm market. Write direct, or ask Free & Peters for all the facts.

* *Competition includes local studios of the other three major networks.*

**WDAY • NBC • 970 KILOCYCLES • 5000 WATTS**

**FREE & PETERS, INC., Exclusive National Representatives**

WNHC TV doesn't operate  's

or 's or theaters !!

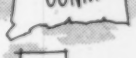
But it does run a that feeds

DUMONT and NBC

top rated programs plus sparkling

local shows to a

so high

that it covers all of 

plus adjacent

parts of

and


**Bennett Blames TV For Decline In Bus Passenger Volume**

State Capitol, Hartford, March 10—(Special!—Television is curtailing the number of bus riders of the Connecticut Co., Richard J. Bennett, vice president and general manager of the company, told the Public Utilities Commission today.

Bennett, appearing as a witness on the company's petition for a fare increase, said that large numbers of persons who formerly came into the center of the city evenings for theaters and other recreation are now remaining at home, with their television sets.

He declared "Television has adversely affected the revenue of public service transportation companies, as it has that of the theaters."

# WHAT HAPPENS?

This is a reprint from the Monday, March 10th issue of the New Haven Evening Register

WNHC TV

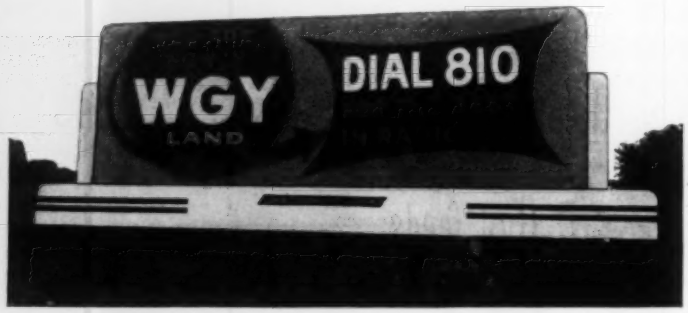
*Truly Connecticut's Only Window on the World for Over 250,000 TV Homes.*

Represented by the Katz Agency

Subscriber, NARTB seal and good practice

*Summer*

*'Boom-State'*




The tremendous impact of Station WGY on an enlarged summer-time audience is ably demonstrated by one of WGY's sponsors—the Catskill Game Farm. In 1951, this organization abandoned its advertising schedule in newspapers and other radio stations to use WGY *exclusively*. Through spot announcements in the morning and night-time stations breaks, the result was a 250 percent increase in attendance.

Reaching all the summer resorts in the Adirondack, Catskill and Berkshire Mountains and Vermont, sales messages carried by WGY also reach the many tourists and vacationers in Saratoga Springs, Lake George, Lake Champlain and Cooperstown, New York. The WGY area is surely one of America's foremost vacation areas.

Motorists visiting "WGY-Land" learn the station's location on the dial through seven striking, colorful 8' x 24' Scotchlite billboards which are located on the major traffic arteries leading into the "17th State."

You can realize outstanding results by doing your summer selling on Station WGY.

-810 on your dial
50,000 Powerful watts
affiliated with NBC

WGY
A GENERAL ELECTRIC STATION

*The Capital of the 17th State*

The WGY area is so named because its population exceeds that of 32 states.

Represented by NBC Spot Sales


# HOW MANY COMMERCIALS AIRED IN '51?

## More than 114 Million, B•T Survey Discloses

RADIO and television have had a nose-counting job performed on their commercials by BROADCASTING • TELECASTING. Here are the results, based on carefully computed estimates:

- 100,620,000 commercial messages were delivered in 1951 by all AM broadcast stations.
- 10,000,000 commercial messages were delivered in 1951 by all FM broadcast stations.
- 4,000,000 commercial messages were delivered in 1951 by all television stations.
- Grand total: 114,620,000 commercial messages delivered during the year on the three broadcast media (AM, FM, TV).

The figures came out of actual checks of radio and TV station logs, using samples believed typical in each category. In addition, the renewal applications of typical stations were checked at the FCC, with number of spot announcements projected to give total number of commercial announcements in a week.

In the case of AM stations, the number of commercial announcements (including all announcements within programs) ranges from 20,800 to 95,000 during the year for 2,236 stations. A median figure of 45,000 commercial messages per year per AM station resulted.

The FM figure was more difficult to pin-point because so many stations duplicate AM and because of the variation in number of daily operating hours. The computation produced an estimate of 10,000,000 commercial messages broadcast in a year by the 653 stations.

The check of TV commercial announcements (again including all announcements within programs as done in the AM and FM estimates) showed 145 commercial announcements as the highest daily total for the logs selected. The total for 108 TV stations was 4,000,000.

These figures do not include free public service announcements, which in the case of AM stations range from 30 to over 200 a week.

## NLRB SETS VOTE

### For WGH, WNOR Employes

DIRECTIONS of election were handed down by the National Labor Relations Board last Wednesday involving the American Federation of Radio Artists (AFL) and two Virginia stations—WGH Newport News and WNOR Norfolk.

The board ordered balloting at WNOR among announcing, announcer-engineer and continuity employes, and at WGH among announcing and programming personnel. Elections will be held within 30 days.

At WNOR, the union sought a unit of announcers and announcers-engineers excluding continuity, traffic, production and commercial help. The station, licensed to Norfolk Broadcasting Corp., favored inclusion of a salesman and traffic and receptionist personnel. In including continuity help, NLRB noted "the small size of the radio station . . . and integrated nature of the employer's broadcasting operations."

WGH, licensed to Hampton Roads Broadcasting Corp., favored inclusion of its commercial manager, chief announcer, choir director, and continuity and promotion employes. The board directive included in the unit only continuity employes from this proposed group urged by WGH. AFRA would have limited the voting unit to announcers.

Paul Styles, NLRB member, dissented from the majority opinion. He contended that while "this is a small radio station" and jobs performed by announcers are integrated with other program functions, announcers perform a special kind of work involving special conditions of employment. He favored a unit of announcers, pointing out the board has so acted in other radio cases.

## WCBS NARCOTICS SERIES

### Gets Wide Development

WCBS New York is giving a demonstration of program and idea development, all focused on the true story of a heroin addict—known to the public as "Robert Adams"—and his 30-year struggle with drugs, first told as a two-week series on Bill Leonard's *This Is New York*.

The story was slated for further discussion last week on Dwight Cooke's *You and the World* (WCBS, weekdays, 6:15 p.m. EST) as well as for a Thursday roundtable with State Attorney General Nathaniel Goldstein and State Senator Seymour Halpern on Mr. Leonard's program.

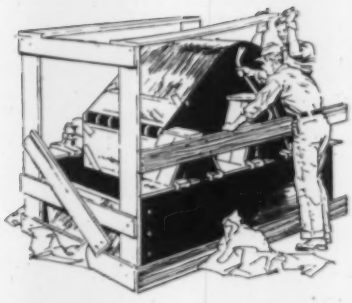
Simon & Schuster has scheduled publication of "Robert Adams'" story, "Confessions of a Heroin Addict," and two film companies (MGM and Paramount) are listening to broadcast transcripts as possible movie story material. The addict's wife, who participated in one broadcast to explain what it meant to be married to a drug-user, is writing an article for publication in June issue of *Today's Woman*.

HENRY W. TYMICK, Buchen Co., Chicago, has been appointed general chairman of the 30th annual conference of National Industrial Advertisers Assn., Chicago, June 29-July 2. Debate on communications is scheduled as well as origination of ABC *America's Town Meeting of the Air*.

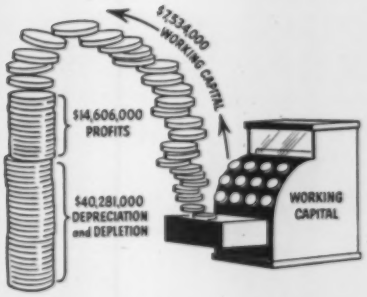
# How you can make a profit of $27,295,971

# and go in the hole!

**1. According to our accountants,** Union Oil made a net profit during 1951 of $27,295,971. If this bookkeeping profit represented the company's actual "take" our 38,347 common share owners would be overjoyed. But after paying dividends of $11,444,259, we actually ended up on the minus side of the ledger to the sum of $7,534,000 in working capital.

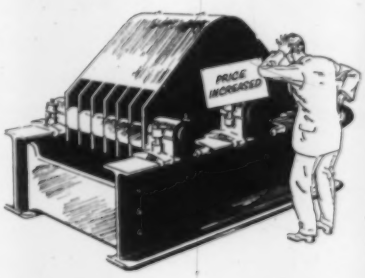


**2. Here's the reason:** In 1951 we had to spend $62,421,000 for replacement of worn-out equipment and oil properties and to enlarge our facilities to meet the greatly increased demand in the West for petroleum products. This money came from three sources.




**3. $40,281,000** of it came from the "depreciation and depletion" allowance. (The sums a corporation sets aside each year to replace equipment and oil properties when they're worn out.) $14,606,000 of it was made up out of profits. $7,534,000 of it was taken from working capital—the "checking account" a business keeps on hand for day-to-day expenditures.

**4. We obviously** can't keep dipping into our working capital indefinitely and stay in business. For if we do we'll eventually run out of money to carry our receivables, inventories, etc., and pay our daily operating expenses. That's why something has to be done about a situation that affects not only us but every U. S. corporation.




**5. Briefly it is this:** The sums the tax collector allows you to set aside for depreciation and depletion are based on what things cost *when you acquired them*—not what it costs to *replace them today*. Since these depreciation funds aren't adequate to replace equipment and oil properties at today's prices, we have to make up the difference somewhere—or go out of business.

**6. On top of this,** extremely heavy taxes on corporate earnings make it almost impossible to retain enough profits to make up the difference. So we have to take it from working capital. That's why we must have a tax policy that will permit corporations to earn enough for the replacement and expansion necessary to maintain the productivity and economic growth of the nation.

## UNION OIL COMPANY

### OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

*This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.*

**Manufacturers of Royal Triton, the amazing purple motor oil**

## AFRA L.A. TALKS

### Open With Independents

WITH CURRENT contracts expiring April 30, American Federation of Radio Artists has started negotiating for a 10% overall wage increase and improved working conditions for staff announcers of Los Angeles area independent outlets.

Besides KFWB, KLAC, KFVD, KFAC and KRKD Los Angeles, the group includes KGIL San Fernando, KGER and KFOX Long Beach, KWKW, KALI and KXLA Pasadena.

Improved working conditions requested include a health and welfare plan which would be paid for by the station, covering each announcer and dependents, with cost to employer of $8 monthly; severance pay based on one week for each year of service, with minimum of two weeks' notice; special conditions covering employment of parttime announcers with premium pay time-and-a-half minimum call provision; and full day salary for parttime work.

AFRA also requests KGIL and KWKW to adjust $3 weekly differential to same salaries as KFOX; KLAC to increase pay to the same as KFWB, eliminating $6 differential. KMPC Los Angeles, Liberty affiliate, was put in the network category by AFRA and instead of present flat $99 per week, the union wants $100 weekly for first year men, plus commercial fees, and $115 for second year.

Announcer pay on Los Angeles independents currently varies from $75 to $99, Claude McCue, AFRA executive secretary, stated.

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KBIG Avalon, Calif., has contracted for United Press news service, effective when station starts operating in early May. Teletypes will be installed in both the Avalon studio on Catalina Island and Hollywood studios at 6540 Sunset Blvd.

## EDUCATION ON FM

### Chicago Series Scheduled

FIVE Chicago-area colleges April 14 will begin educational programming on WBIK (FM), affiliate of WBKB (TV) Chicago, General Manager John H. Mitchell has announced.

Preliminary program plans were revealed at a press conference in the Garrick Television Center. Schools participating in the cooperative plan are Roosevelt College, the U. of Illinois, Lake Forest College, Illinois Institute of Technology and Loyola U.

Each school will broadcast its programs one day weekly for 10 weeks, furnishing educational material from 3-9 p.m. If the series, entitled *Operation New Horizon*, wins enough public response, it will be resumed in the fall on WBIK as well as on WBKB. Stations are owned by the Balaban & Katz theatre chain.


# Radio Still Dominates THIS RICH MARKET

Radio delivers MORE sets-in-use in the South Bend market than before TV! . . . Hooper Serveys for Oct.-Nov. 1951 compared with Oct.-Nov. 1945 prove it. Morning up 6.8, afternoon up 8.0 and evening up 4.4. Television is still insignificant here because no consistently satisfactory TV signal reaches South Bend. Don't sell this rich market *short*. Wrap it up with WSBT radio.

*30 Years on the Air*

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE


## KDKA Aid to Blind

KDKA Pittsburgh has begun shipment of a second ton of used radio transcriptions to the American Printing House for the Blind Inc., Louisville. Shipments were started in September 1940. Transcriptions, which KDKA supplies free of charge, are re-milled, worked in with new material and used in the production of "talking books" for the blind. Officials of the printing house explained that the demand for "talking books" is increasing daily.

## LIKES WNBC MUSIC

### Rep. Morano Tells Cott

A CONGRESSMAN, who doesn't like "claptrap emanating from other radio stations in New York City on after-midnight programs," wrote a fan letter to WNBC New York complimenting the station on its classical music disc jockey show *Music Through the Night*.

Rep. Albert P. Morano (R-Conn.) last week released his letter to Ted Cott, program director of WNBC. Rep. Morano created a stir last fall when he complained that WMCA New York's nighttime music m. c., Barry Gray, had made "ad-lib" remarks on his program [B • T, Oct. 29, 1951]. It was alleged that Mr. Gray had criticized a column printed in the *Greenwich* (Conn.) *Time* that had attacked government sponsorship of recruiting programs.

**In his letter, Rep. Morano said in part: "This program is indeed a real public service. I am sure that the predominant majority of the radio public would much prefer to listen to the works of the great masters . . . as interpreted by the contemporary conductors . . . in marked contrast to the claptrap emanating from other radio stations in New York City on after-midnight programs."**

In the WMCA incident, Rep. Morano had complained to the FCC. While praising WNBC and the program, Rep. Morano, who noted he is a frequent listener, also commended NBC for placing the show in the midnight-to-dawn period.

## KFAB SCHOLARSHIPS

### Offer In-Service Training

HARRY BURKE, general manager, KFAB Omaha, has announced that for the seventh consecutive year the station will cooperate with the U. of Nebraska in taking students from the university's radio department for summer training at KFAB.

In-service scholarship "graduates" include Bob Jones, KFAB staff announcer; Herm Harvey, KFAB farm field director; Myron Levenson, WOAI-TV San Antonio; John Carson, KTTV (TV) Hollywood, and Arved Christiansen and Jo Anne Mellen, KFOR Lincoln.

# YOU MIGHT CAST A TROUT FLY 183 FEET*—

# BUT . . . YOU NEED THE FETZER STATIONS TO LAND SALES IN WESTERN MICHIGAN!

**AM or TV, here's proof that the Fetzer stations are Western Michigan's best advertising buys.**

**RADIO**

**WKZO, Kalamazoo, and WJEF, Grand Rapids, deliver Western Michigan's *largest* audience, at surprisingly low cost. Each is consistently the most listened-to station in its home city, and BMB figures prove the same kind of audience in surrounding rural areas. WKZO-WJEF's unduplicated BMB Audience is up 46.7% over 1946 in the daytime—up 52.9% at night! *Yet this strong CBS combination costs 20% less than the next-best two-station choice in Kalamazoo and Grand Rapids!***

**TELEVISION**

**WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. It also provides Battle Creek with intensive primary service —effectively reaches a total market with a Net Effective Buying Income of more than two billion dollars! And here's the best part of the story: A recent 24-county Videodex Diary Study made by Jay & Graham Research Corporation, using the BMB technique, shows that *WKZO-TV delivers 54.7% more Western Michigan and Northern Indiana homes than Station "B"!***

**Write direct or ask your Avery-Knodel man for all the facts.**

** Dick Miller of Huntington Beach, California, holds this world's record.*

**WJEF** tops IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

**WKZO-TV** tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

**WKZO** tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

## FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

## American Exhibition of Educational Radio and Television Awards

RECOGNITION is extended to local and regional television programs for the first time this year in the list of awards and honorable mentions of the 16th American Exhibition of Educational Radio and Television Programs.

The exhibition, to be announced today (Monday), is sponsored by the 22d Institute for Education by Radio-Television, which meets under the auspices of Ohio State U. at Columbus this week (see separate story).

All awards are based upon entries made by networks, stations and other organizations. Regional and local TV programs are auditioned comparatively by the same panel of judges as national network video fare. With one exception, the awards are made to series rather than individual broadcasts. Series were judged in 14 cooperating centers, one for each program class.

Radio awards are broken down into national (network or transcription) programs, regional networks, stations and organizations (including clear-channel, 5 kw to 50 kw stations) and local organizations and stations (less than 5 kw).

Television awards cover network live and kinescope fare and local and regional stations or organizations.

List of awards, honorable mentions and citations by classification follows:

### RADIO AWARDS

**Programs Heard Nationally by Network or Transcription**

Religious—First Award, *The Ave Maria Hour*, to The Franciscan Friars of the Atonement, New York, broadcast at various times over numerous stations.

Honorable Mention, *Let There Be Light* to Broadcasting and Film Commission of National Council of Churches, New York, broadcast at various times over numerous stations.

Agricultural—(No awards).

Women's—(No Awards).

Cultural: Art, science, literature and music (but not straight music)—First Award, *Stage 52*, to Canadian Broadcasting Corp.

Honorable Mention, *CBC Wednesday Night*, to Canadian Broadcasting Corp.

Dealing with Personal and Social Problems—

Honorable Mention, *The Lonesome Road*, to Communication Materials Center, Columbia U. Press, broadcast at various times over numerous stations.

Presenting Public Issues (Forums, etc.)—First Award, *Cross Section*, to Canadian Broadcasting Corp.

News Interpretation (not straight reporting)—(no awards).

Furthering International Understanding—First Award, *Citizens of the World*, to United Nations Radio, broadcast at various times over numerous stations.

Special One-Time Broadcasts—First Award, *Arise and Go Thy Way*, to The National Society for Crippled Children and Adults, broadcast over the NBC network.

Honorable Mention, *No Escape*, to Canadian Broadcasting Corp.

Children's (for out-of-school listening)—First Award, *Bert, the Turtle*, to Audio-Visual Division, Federal Civil Defense Administration, Washington, D. C., broadcast at various times over numerous stations.

Honorable Mention, *The Children's Theatre*, to Canadian Broadcasting Corp.

Honorable Mention, *A Carol for Canada*, to Canadian Broadcasting Corp.

Teen-Agers' (for out-of-school listening)—(no awards).

Designed for in-school use by pupils in primary grades (approximately grades I-III)—no awards).

Designed for in-school use by pupils in intermediate grades (approximately grades IV-VI)—(no awards).

Designed for in-school use by pupils in junior and/or senior high schools (approximately grades VII-XII)—(no awards).

**Regional Networks, Regional Organizations, and Regional and Clear-Channel Stations (5 to 50 kw)**

Religious—First Award, *The Pastor's Study*, to WSB Atlanta, Ga.

Agricultural—First Award, *McClatchy Farm Review*, to McClatchy Broadcasting Co., Sacramento, Cal broadcast over various California st tions.

Honorable Mention, *The Voice Fro the Farm*, to WNOX Knoxville, Ten

—Special Citation, *The Farm Fro* to Farm Department, the Crosl Broadcasting Corp., Cincinnati, Oh broadcast over WLW Cincinnati.

Women's—First Award, *Knudse Women's Forum*, to Columbia Paci Network, broadcast over KNX L Angeles, Calif.

Honorable Mention, *The Barbar Welles Show*, to WOR New York.

Cultural: Art, science, literature an music (but not straight music)—Fir Award, *The University Hour*, Communication Center, U. of Nort Carolina, Chapel Hill, broadcast ov various North Carolina stations.

Honorable mention, *Critically Speak ing*, to KUOM Minneapolis (U. of Mi nesota).

Dealing with personal and socia problems—First Award, *Minnesot Mid-Century*, to KUOM Minneapoli (U. of Minnesota) broadcast at variou times over other Minnesota station

Honorable mention, *The Untouch ables*, to WBBM Chicago.

Presenting Public Issues (forums etc.)—First Award, *Freedom Revisite* to WCAU Philadelphia.

First Award, *The Killers*, to Publi Service Division, WMCA New Yor

News Interpretation (not straigh reporting)—First Award, *E. W. Ziebarth News Analysis*, to WCCO Min neapolis, Minn.

Honorable Mention. *W. S. C. View the News*, to KWSC Pullman (Stat College of Washington).

Furthering International Under standing—First Award, *The Ralph Story Show*, to Columbia Pacific Net work, broadcast over KNX Los An geles, Calif.

Honorable Mention, *It's a Small World*, to WMAQ Chicago, Ill.

—Special Citation, *Japanese Peace Conference*, to KFWB Hollywood Calif.

Special One-Time Broadcasts—Firs Award, *Who Killed Dr. Drew?* to KOI Portland, Ore.

Children's (for out-of-school listen ing)—First Award. *Let's Listen to Story*, to Public Service Division WMCA New York.

Honorable Mention, *Down Story Book Lane*, to Speech Dept., U. o Michigan (Ann Arbor).

Teen-Agers' (for out-of-school lis tening)—Honorable Mention, WQXR *Youth Forum*, to WQXR New York and the *New York Times*.

Honorable Mention, *Young Book Reviewers*, to Public Service Div. WMCA New York.

Designed for in-school use by pupils in primary grades (approximately grades I-III)—First Award, *Old Tales and New*, to Minnesota School of the Air and KUOM Minneapolis (U. of Minnesota).

Designed for in-school use by pupils in intermediate grades (approximately grades IV-VI)—First Award, *Let's Sing Together*, to the Departments of Education of Manitoba, Alberta, and British Columbia, broadcast over CBW Winnipeg (Manitoba) and stations in Alberta and British Columbia.

Honorable Mention. *News of the Week*, to WHA Madison (U. of Wisconsin) broadcast over the Wisconsin State FM network.

Designed for in-school use by pupils

*(Continued on page 46)*


# American-Standard ups its sales $14,000,000

**Complete story of this big increase appeared in the March 28 Printers' Ink**

"But," said an official of the company, "This sales increase in 1951 is only the beginning." Now readying the program for the second year, the company believes they can parlay increased sales results in the years to come.

Pick up your copy of the March 28 issue of Printers' Ink. (If you can't find it, send us 25¢ for another). Note the first of four paragraphs that are preceded by a "Bull's Eye." The first one says, "For the first time consistent schedules of local radio and TV" were used in conjunction with other local media.

At the close of 1951, this fine company had more than 7,000 retailers in all parts of the country tied in with their overall plan of selling and consistent advertising. Last year it spent around $2,000,000 for space advertising, and another $750,000 in cooperative advertising.

You will get two benefits from reading this Printers' Ink article:

First—a sales idea that you may be able to use right now. If you didn't get any of the $750,000 spent last year, contact the nearest American-Standard dealer. About 1,200 of them are scattered all over the country, one in every major market.

And second, you'll get a good example of the kind of material we give our 23,475 subscribers every week that consistently attracts to Printers' Ink the largest combined audience of advertisers and agencies that you can reach anywhere.

Bob Kenyon

Many things are involved in making any sales drive a success. But the backbone of the most successful campaign is, as was reported in this and other Printers' Ink articles, *consistent schedules.*

You find the same thing true in advertising *to* advertisers. Each year more radio stations start to advertise in Printers' Ink. Some use but 1/6 of a page to tell with consistent schedules the story of their market. Others use full pages. Whatever your budget allows, we believe that you, too, should tell our readers—the advertising, management, sales and agency executives who make the buying decisions—the importance of *your* market. "Advertising to Advertisers" is one of the most profitable ventures you ever started.

When can we have a talk with you about what Printers' Ink can do to help you sell more advertising?

ROBERT E. KENYON, JR.
ADVERTISING DIRECTOR

**Printers' Ink** · 205 East 42nd Street, New York 17, N. Y.
Chicago • Pasadena • Atlanta • Boston • London

**"Yes, and if that's a TV antenna, you'll get a year in jail!"**

Obviously neither television nor newspapers can deliver any "impact" in the 213,316 privately owned cars and trucks within 60 miles of Louisville.

But radio is at work regularly in 128,303 of them.

That's another reason why WAVE radio can deliver *1000 impressions for you, for only 37¢!*

Ask Free & Peters for all the facts!

*Facts above are from scientific, authoritative survey made by Dr. Raymond A. Kemper (head of the Psychological Services Center, University of Louisville) in WAVE area, July, 1951.*

**WAVE**

**5000 WATTS • NBC • LOUISVILLE**

Free & Peters, Inc., *Exclusive National Representatives*

## American Exhibition Awards

*(Continued from page 44)*

in junior and/or senior high schools (approximately grades VII-XII).

Honorable Mention, *Fun From the Dictionary*, to WBOE Cleveland Board of Education.

Honorable Mention, *Ecoutez!*, to British Columbia Dept. of Education (Vancouver) in cooperation with the Canadian Broadcasting Corp., broadcast over the Pacific Division of the Trans-Canada network.

### Local Organizations and Local Stations (less than 5 kw)

Religious—Honorable Mention, *Our Kind of People*, to the Radio Class, Yale Divinity School, New Haven, Conn.

Agricultural—Honorable Mention, *Farmer, What's Your Problem?*, to Bureau of Publications, Government of Saskatchewan (Regina).

Women's—(no awards).

Cultural: Art, Science, Literature, Music. (but not straight music)—First Award, *Angell Hall Playhouse*, to Speech Dept., U. of Michigan (Ann Arbor).

Honorable Mention, *Sir Ernst Plays Favourites*, to CKEY Toronto, Ont.

Dealing With Personal and Social Problems—Honorable Mention, *Unfinished Business*, to WCFM Washington, D. C.

Presenting Public Issues (forums, etc.)—First Award, *Alabama Document*, to WUOA Tuscaloosa (U. of Alabama).

Honorable Mention, *Notes on Labor*, to Bureau of Publications, Government of Saskatchewan, broadcast over CKRM Regina, Sask.

News Interpretation (not straight reporting)—Honorable Mention, *Religion at the News Desk*, to New Haven Council of Churches, broadcast over WELI New Haven, Conn.

Furthering International Understanding—First Award, *Freedom Speaks*, to World Wide Broadcasting Corp., New York, broadcast over short wave WRUL Boston, Mass.

Special One-Time Broadcasts—Honorable Mention, *Strike in Danville*, to WFDR-FM New York.

Children's (out-of-school listening)—First Award, *When the World Was Young*, to Junior League of Salt Lake City and the Radio Dept. of the U. of Utah, broadcast over KSL.

Teen-agers' (for out-of-school listening)—(no awards).

Designed for in-school use by pupils in primary grades (approximately grades I-III)—Honorable Mention, *Tell Me a Story*, to Minneapolis Public Schools, broadcast over KTIS Minneapolis.

Honorable Mention, *Tell it Again*, to WABE-FM Atlanta, Ga., Board of Education.

Designed for in-school use by pupils in intermediate grades (approximately grades IV-VI)—(no awards).

Designed for in-school use by pupils in junior and/or senior high schools (approximately grades VII-XII)—First Award, *United Nations—Success Story*, to Radio Div., Dept. of Theatre Arts, U. of California at Los Angeles and the Audio-Visual Aids Section of the Los Angeles City Schools, broadcast over various local stations.

### TELEVISION AWARDS

**Network: Multi-Station telecast by cable, relay, or delayed video recording (kinescope)**

Public Affairs: News Interpretation, Issues, Problems, etc.—First Award, *The March of Time Through the Years*, to the March of Time, telecast over numerous ABC-TV stations.

Honorable Mention, *Industry on Parade*, to Public Relations Div., National Assn. of Manufacturers, telecast at various times over numerous stations.

Special Award, *TV Spots Before Your Eyes*, to American Jewish Committee, telecast at various times over numerous stations.

Cultural: Drama, Music, Literature, Science, Art.—First Award, *Zoo Parade*, to NBC-TV.

Honorable Mention, *Mr. Wizard*, to Cereal Institute, Chicago, Ill., telecast over the NBC-TV network.

Programs directed to special interest groups: Women's, Agriculture, etc.—(no awards).

Systematic instruction: TV University, Telecourses, etc.—First Award, *American Inventory*, to Teleprograms Inc., telecast over the NBC-TV network.

Children's programs (out of school)—Honorable Mention, *The Big Top*, to WCAU-TV Philadelphia, telecast over the CBS-TV network.

School Telecasts (elementary and high school)—(no awards).

**Local and Regional Stations or Organizations**

Public Affairs: News Interpretation, Issues, Problems, etc.—First Award, *March On*, to KING-TV Seattle, Wash.

Honorable Mention, *Your Family Doctor*, to Baltimore City Health Dept. and WMAR (TV) Baltimore.

Special Award, *Inside Our Schools*, to WHAS-TV Louisville, Ky.

Cultural: Drama, Music, Literature, Science, Art.—First Award, *Science in Action*, to California Academy of Sciences, telecast over KGO-TV San Francisco.

Honorable Mention, *KING's Community Workshop*, to KING-TV Seattle, Wash.

Programs directed to special interest groups: Women's, Agriculture, etc.—First Award, *How Does Your Garden Grow?* to WNBQ (TV) Chicago.

Systematic instruction: TV university Telecourses, etc.—First Award, *The Western Reserve University Telecourses*, to WEWS (TV) and Western Reserve U., Cleveland.

Children's programs (out of school)—First Award, *Telaventure Tales*, to KING-TV Seattle, Wash., in cooperation with Gloria Chandler Recordings Inc.

Honorable Mention, *Magic Window*, to WOI-TV (Iowa State College) Ames.

School telecasts (elementary and high school)—First Award, *Operation Blackboard*, to Philadelphia Public Schools, telecast over WPTZ (TV) Philadelphia.

Your customers are much like chickens. Their natural instinct is always to "come home" to brand names they're most familiar with.

Your job—and our job here at WIBW is to keep Kansas buyers constantly aware of your brand name and the features of your product.

This not only *keeps* your established customers, but also creates *new* ones.

In Kansas, WIBW is the greatest single sales influence you can use. The reason's simple. WIBW is the station "most listened to" by the state's biggest-spending families.*

*Kansas Radio Audience '51*

**WIBW**

Serving and Selling
"THE MAGIC CIRCLE"
Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

Rep. CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN


## BBM Officers Elected

CHARLES R. VINT, president, Colgate-Palmolive-Peet Co. Ltd., Toronto, was re-elected president of Bureau of Broadcast Measurement, Toronto, with Horace Stovin, president of Horace N. Stovin Co., station representative firm, Toronto, as vice president. Charles J. Follett, Assn. of Canadian Advertisers, was elected executive secretary, and Athol McQuarrie, ACA, named as treasurer.

# what makes WREC TOPS

## FOR THE LISTENER

Quality Programming for Listeners
Mechanical Perfection
Adequate Power

## FOR THE ADVERTISER

- A market of over $2,000,000,000.
- 10% less cost per thousand listeners than in 1946.
- A Hooper averaging higher than any other Memphis Station.

AFFILIATED WITH CBS, 600 KC, 5000 WATTS

# WREC

**MEMPHIS NO. 1 STATION**

REPRESENTED BY THE KATZ AGENCY

*Advertisement*

From where I sit
*by* Joe Marsh

## Handy's Cows—
## "Tired But Happy"

Handy Peterson is one person around here who really lives up to his name. Stopped by his fine-looking farm the other day and watched his cattle enjoying the latest brainstorm he had—a back-scratcher.

*What Handy did was to cut a tractor tire in half—then he slid the open ends over the tops of two posts set in the ground—bolting the tire to the posts, making the inside edges come just about the height of a cow's back.*

Handy's cattle-scratcher wasn't a very *big* idea as ideas go—but he figures the happier his cows are the better. (And he'll probably get more milk from them, too!)

*From where I sit, it's important to keep your eye on the little things. They add up. For example, little differences of opinion are important. You may like a milkshake, my choice may be beer—the difference may be small in itself, but the right to have that opinion is one of the* biggest *things in this democracy.*

Joe Marsh

*Copyright, 1951, United States Brewers Foundation*

# ABC RATES

## *Stability This Year Seen by Noble*

THERE will be no further decline in ABC's radio network rates this year, Edward J. Noble, board chairman and major stockholder in ABC told the annual stockholders' meeting last Tuesday.

Asked about the possibility of further radio rate reductions, Mr. Noble answered, "Definitely not." On the contrary, he said, some radio rates "ought to be higher than they now are. I look for the next move to be an increase rather than a decrease."

Mr. Noble added that for the immediate future, ABC radio rates probably would remain at their present level.

Questioned as to ABC's low net income last year, less than 1% of the gross, Mr. Noble admitted the net "was not anywhere near what it ought to be." He blamed the small profit on the costs of TV operations, saying the TV network's overhead costs are as high now as they will be when there are video stations all over the country instead of in only 66 cites as at present.

Answering a query about reports of a decline in TV business, Robert Kintner, ABC president, said that "a weakness" in network TV business began to develop last December, with "the three major TV networks—NBC, CBS and ABC—the hardest hit." Shortage of TV stations, which he said has had a depressing effect on the medium, and increased costs of TV time and programs were the main causes of the decline in business, he said.

Mr. Kintner said he hoped "the period of cancellations" has ended and predicted that the end of the freeze April 14 will stimulate time sales. "I have great faith in the importance of television and in the ABC TV network and its five owned and operated TV stations," he declared. He said that the NBC and CBS head start in TV affiliations gave them a present advantage in clearing time, but that the advent of new stations will change that picture.

Asked if ABC was developing its own TV programs for sale to sponsors, Mr. Kintner replied in the affirmative but in a more limited degree than NBC and CBS, adding that after merger with United Paramount Theatres is effected "we hope to exceed those networks."

Mr. Noble indicated his unqualified belief that the merger will be approved by FCC, but regretted that the hearing has taken so long. However, he noted that with the ABC and UPT testimony concluded, the hearing is now substantially over.

Only official business of the stockholders' session was the re-election of the full slate of ABC directors: Earl E. Anderson, Alger B. Chapman, Robert H. Hinckley, Robert E. Kintner, Edward J. Noble, C. Nicholas Priaulx, Franklin S. Wood and Owen D. Young. Group will serve until the next annual meeting or until the UPT merger becomes effective.

## RADIO SALES JOB

### *Recalled by WLS' Snyder*

RADIO'S sales job today is similar to that in the late 20's and early 30's, "when we had to show people it worked," Glenn Snyder, general manager of WLS Chicago, said last week in commenting on the station's 28th anniversary.

"We had to talk hard to convince an advertiser that he should be a 52-week man, going year after year. We still have to advance the same arguments today, through it is interesting to notice how many of our year-around, long-term advertisers have grown and developed right along with radio, while the spasmodic type passed out of the picture.

"Problems we've always had with us—we welcome them as a challenge that forces us to tell and sell the full power of radio, a power that has never been equalled anywhere," Mr. Snyder said.

In April 1924, WLS housed its 500 w transmitter atop Sears, Roebuck & Co. (world's largest store, from which the call letters were taken) on the city's West Side, with a "remote" studio in the Hotel Sherman.

Sears Agricultural Foundation established the station, with Edgar Bill, retired owner-manager of WMBD Peoria, Ill., as the first station director. Prairie Farmer newspaper bought the station in October 1929 with Mr. Snyder as general manager.

## ELECTRONIC FIRMS

### DPA Grants Tax Writeoffs

SPEEDY tax writeoffs for a number of manufacturers turning out electronic products for the defense effort were among a list of applications approved by the Defense Production Administration from Feb. 16 to Feb 29. Certificates of necessity for plant expansion were approved for these firms making electronic equipment:

Raytheon Mfg. Co., $110,125; Superior Electric Co., $72,750; Diamond Mfg. Co., $10,019; Aerovox Corp., $118,983; Georgiana Massa, $54,000; Allied Control Co., $19,143 and $28,704; Doelcam Corp., $79,906; Kellett Aircraft Corp., $16,934; Electrical Industries Co., $4,795; Sylvania Electric Products, $85,461 and $685,582; Stackpole Carbon Co., $350,000; Bird Electronic Corp., $10,905; George W. Borg Corp., $122,118; RCA, $1,900,000; General Instrument Corp., $57,452; Operadio Mfg. Co., $23,513; Model Engine & Mfg. Co., $103,148; Electra Mfg. Co., $34,687; Canoga Corp., $12,755; Litton Industries, $6,000; Micro Precision Co., $58,093.

WKCR, educational radio outlet of Columbia U., New York, has completed tape recording of Shakespeare's "Antony and Cleopatra" which will be available to stations without charge.

## FM PROGRESS

### Smith Sees Strides

FM BROADCASTERS are overcoming their greatest mistake—failure to reach the public with the FM story, John H. Smith Jr., NARTB's FM director, said in an address last Monday to the National Capital Forge, American Public Relations Assn.

Mr. Smith joined with Robert Rogers, general manager of WGMS-AM-FM Washington, in pointing to the need for proper programming if listeners are to be drawn to the high-fidelity medium.

Sales of FM receivers are holding the 1951 level in Washington despite a drop of 35% in appliance lines, Mr. Smith said. He described results of the test FM promotion campaigns in Washington, North Carolina and Wisconsin. Other campaigns are to get under way soon. The three drives staged in recent months have been effective in making the public more conscious about FM, he explained.

Mr. Rogers said good-music programming had drawn many listeners to radio, with the nighttime FM-only service showing a constantly rising audience. He said good music programming "is likely to survive in the TV world." WGMS announcers, he added, are trained to a level delivery "without unusual emphasis or oil." Cards showing dial listings of all AM and FM stations are sent every family moving into the Washington area.

## KSBW DRIVE

### Hits 125% of ARC Goal

WHIRLWIND one-day KSBW Salinas, Calif.'s, Red Cross campaign over the seven-town Salinas Valley in March raised $48,000 or 125% of the fund quota in a nine-hour broadcast in which 1,500 workers participated in the drive among the valley's 80,000 people, the station reports.

KSBW General Manager John Cohan, fund drive chairman, and his partner, W. M. Oates, prerecorded announcements by 180 business, union, professional and other leaders calling for funds. Jaycees placed radios at 100-yard intervals in all business districts and seven sound trucks patrolled streets announcing for KSBW tune-in.

The campaign, covered by *Life*, Universal News Reel, *San Francisco Chronicle* and all wire services, featured a continuous KSBW broadcast from four pick-up points, interviewing citizens. Broadcasting also for MBS, Mr. Cohan says KSBW's build-up campaign attained one of the highest ratings ever recorded in the area.

U. S. SENATOR WILLIAM F. KNOWLAND. (R-Calif.) will conduct reelection campaign on 13 ABC California stations, Mon., May 12, 19 and 26, 9:45-10 p.m. PST, and June 2, 9:30-10 p.m. PST. Agency handling arrangements is Erwin, Wasey & Co., L. A.


WSYR's Local Radio Sales UP 46%

WSYR---Message Form

To Caley Augustine
From W. R. Alford, Jr.
Date March 24, 1952
Subject RADIO PROMOTION

Up to March 15th, WSYR's local radio sales for 1952 are 46% more than 1951!

Local advertisers who are responsible for this increase are in the best position to test the real pulling power of all media. They know, day by day, which advertising is ringing the cash register.

And when they use WSYR almost 50% more than they did a year ago; when they prefer WSYR over any other local station — that's our best testimonial.

Bill Alford
SALES MANAGER

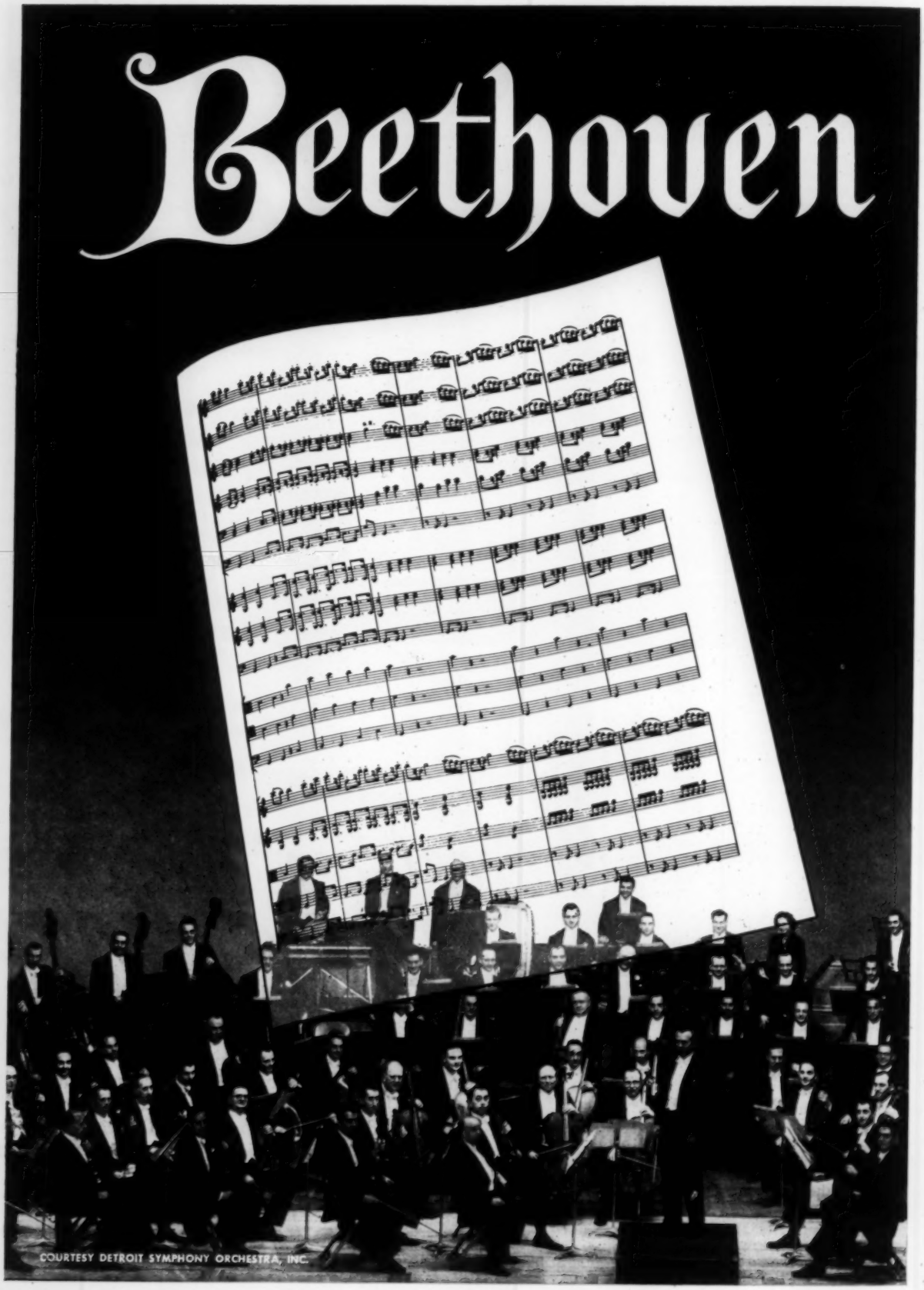
National Spot Advertisers TAKE NOTE!

Central New York is a stable, diversified market—an industrial center, agricultural center, distribution center. It is a big-spending market, as is proved by booming department store sales. To reach it, do what the on-the-spot advertisers do—put your sales story on WSYR.

WSYR SYRACUSE
NBC AFFILIATE

Write, Wire, Phone or Ask Headley-Reed

WSYR-AM-FM-TV—The Only Complete Broadcasting Institution in Central New York


Beethoven
COURTESY DETROIT SYMPHONY ORCHESTRA, INC.

# . . . a name to remember

To musicians the name Ludwig van Beethoven has been pre-eminent in the sphere of orchestral composition for 150 years. For real grandeur, perfect sense of beauty, and range, depth and truth of thought, Beethoven is possibly the greatest musician that ever lived. His major orchestral works, of which the Fifth Symphony is a classic example, have achieved a pinnacle of fame second to no other. Today, more than ever before, Beethoven's name is remembered for the originality and creative power of his music.

To time-buyers the name FORT INDUSTRY has been recognized as a leader in the field of broadcasting for 25 years. THE FORT INDUSTRY COMPANY is well-known, in each of the thriving markets where its stations are located, for attentive programming and high ideals of service in the public interest. Today, as in years past, FORT INDUSTRY is the name remembered by alert advertisers who want the greatest audience-response and maximum sales results.

## THE FORT INDUSTRY COMPANY

**WSPD**, Toledo, O. • **WWVA**, Wheeling, W. Va. • **WMMN**, Fairmont, W. Va. • **WAGA**, Atlanta, Ga.
**WGBS**, Miami, Fla. • **WJBK**, Detroit, Mich. • **WSAI**, Cincinnati, O.
**WSPD-TV**, Toledo, O. • **WJBK-TV**, Detroit, Mich. • **WAGA-TV**, Atlanta, Ga. • **KEYL-TV**, San Antonio, Tex.

NATIONAL SALES HEADQUARTERS:
488 Madison Ave., New York 22, ELdorado 5-2455 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

# editorial

## Humphrey, Drop Dat Gun

AS REPORTED elsewhere in this issue, Sen. Hubert H. Humphrey (D-Minn.) has set out to remove institutional advertising of a "political" nature from the business expenses that can be deducted from corporation taxes.

He objects in particular to those advertisements which take an attitude on political questions and which, he says, have no connection with the business of the advertisers.

Is he really confining his interest to this particular kind of advertising? Hardly.

He is chairman of a Senate Small Business Subcommittee on Newsprint which has just released a report recommending ways of conserving paper. An illuminating part of that report reads: ". . . Postal subsidies and tax regulations tend to stimulate advertising that may be unnecessarily extravagant and not particularly productive. Possibly our government can give more consideration to its postal rates and tax regulations."

The inference there, of course, is that if advertising is curtailed, so will be the use of newsprint. You can't quarrel with that conclusion, nor with the attendant fact that newspaper profits, already perilously slim, will be tragically curtailed.

Can the government, either by legislative or administrative action, curtail newspaper advertising without also curtailing advertising in all other media? Not by a long shot.

Suppose Sen. Humphrey succeeds in getting the Internal Revenue Bureau to turn thumbs down on "political" institutional advertising. Who is to be the judge of what is "political" and what is not—a government agency which is itself as political as it is possible to be? Would a pro-Administration ad receive the same judgment as one that opposed Administration policy?

Quite obviously Sen. Humphrey's proposals must be answered firmly and immediately, else everybody in advertising suffer. This is not exclusively a defense to be fought by newspapers or any other media. The whole advertising business must rise to defend itself.

## Ubiquitous Mr. Kobak

THE NEWS that Edgar Kobak, a name as well known as any in broadcasting management, is to be the president of the revived Advertising Research Foundation should reassure broadcasters about the future of this tripartite effort to learn more about the advertising business.

It is no secret that broadcasters have been skittish about joining up with an organization that seemed so heavily dominated by advertisers, agencies and rival media. Their not unnatural concern was that research projects undertaken by the ARF would be loaded in favor of the competition.

Perhaps broadcasters will be more willing to subscribe to ARF now that a man of intensive experience in all phases of advertising, including broadcasting, is administering it. We hope so.

Just about the only topic on which almost everybody in radio and television is in agreement these days is that some basic research is needed to find out what is wrong with present research and with its uses. That is a job which only an ARF-kind of group can do.

In the operations of ARF there seems to be an excellent chance to at least stimulate a search for comparable information about all media. In that direction lies the greatest hope for radio. For radio has suffered because advertisers have isolated it from other media in assessing the influence of TV.

Had advertisers had in their possession equally detailed information about TV's effect on, say, newspaper readership as they had about TV's effect on radio listening, it is probable that they would not have concentrated their pressure on lowering radio rates.

The ARF provides a chance to correct these inequities and to improve knowledge about all phases of advertising. It would be shortsighted of radio and television not to give this organization their full support.

## Wrong Channels

IT IS DIFFICULT in these times of emotional and intellectual strain for even the sanest and most even-tempered to keep their heads. Hence, it is not surprising to find the officers of the American Civil Liberties Union losing theirs over the blacklisting issue in radio and TV.

However commendable the intentions of the ACLU in seeking to correct what has admittedly been an awkward and regrettable situation, the decision to take the matter to the FCC was not rational.

Misunderstandings too often crop up in discussions of this kind and so we wish to make some preliminary statements before explaining why we think the FCC is not qualified to deal with blacklisting.

First, it must be understood that regardless of its legality, the Communist Party, by the proved treason of many of its members, has been clearly shown to be a menace to the security of the United States. Broadcasters must be especially wary of Red infiltration which could, at whatever D-Day the Communists pick, seize radio-TV facilities which would be of greatest value in espionage and fifth column activity.

Concurrently, however, broadcasters must do everything consistent with security to protect the cherished principles of respect for the individual which distinguish democracy from totalitarianism. It is these principles which have unquestionably suffered in the publication of *Red Channels* and the attention paid to that accumulation of innuendo and doubtful facts.

It is not irresponsible to say that a good deal of fear hysteria has been brought about within radio and television by *Red Channels*. The important thing is to remember that it has not been fear of placing subversives in positions where they endanger security but rather fear of being associated with anyone remotely "controversial" that has prevailed.

The charge cannot be avoided that broadcasters and sponsors have acted timidly in regard to *Red Channels* and *Counterattack*. But, to get to the main point of this editorial, that is none of the FCC's business.

It is, after all, the responsibility of the broadcaster and nobody else to determine who does and does not go on the air. If Actor X can prove he has been deprived of a livelihood or has otherwise been damaged as a result of his being listed in *Red Channels*, his recourse must be to the courts, not to the FCC.

Indeed the ACLU would completely negate its own purposes if it were successful in prosecuting its preposterous complaint to the FCC. For broadcasters too have liberties which would be seriously infringed upon if the FCC were able to order them to put a specific person on the air or forbid them to take another off it.

One of the greatest enemies of democratic freedom is the concentration of power in the state. It ill suits the ACLU to be petitioning an agency of the state to assume more power over broadcasters and to limit the broadcasters' own discretionary authority.

# our respects to:

CHARLES LIONEL GLETT

CBS has two vice presidents in Hollywood in charge of network services and both answer to the name of Charles Lionel Glett.

And it is not a coincidence of names. It's a case of one man carrying water on both shoulders. When CBS divided its broadcasting and telecasting operations into two separate corporations, Mr. Glett was affected by the division more tangibly than most other executives and employes.

Where the services of others were channeled either into CBS Radio or CBS-TV, Mr. Glett's talents were split right down the middle. He was made vice president in charge of network service, CBS Radio, Hollywood, and separately vice president in charge of network service, CBS-TV Hollywood.

This mouthful of titles sounds like a big load for one person to carry around. Mr. Glett is a man sturdy enough to handle big loads, however. That is how he came to CBS in the first place.

The term "Network Services" is CBS-talk for describing all operational functions of production except the creative. When the network needed a top-notch production administrator for its fast expanding Hollywood operations, it found him right in its own backyard.

After more than 30 years in motion picture business, Mr. Glett in 1949 was appointed vice president in charge of television for Don Lee Broadcasting System, Hollywood. His vast production experience immediately was put to use.

When CBS bought the pioneer Los Angeles TV station KTSL (now KNXT) from Don Lee, his services were acquired too. He joined CBS as administrative consultant on Jan. 1, 1950.

Subsequently the company was split into the present two corporations. Mr. Glett was handed his two jobs and two titles on August 23, 1951.

A slim, wiry man of medium height, with great drive, vast energy and a rather intense personality, his goal is efficiency and economy of operation in production. He doesn't spare himself or anyone else in his efforts to get them.

"I abhor waste," Mr. Glett says. By that he means not only waste of dollars and time, but anything—whether words, motion or thinking—that doesn't lead directly to desired goals.

Mr. Glett likes efficiency because it saves dollars. By economy he seeks not to do a job cheaply as possible, but to make sure that dol-

*(Continued on page 60)*

# Five Years Ago–at 9:37 a.m. On April 16, 1947–

***A telephone call to the KPRC newsroom brought the first bulletin of the Texas City disaster – minutes before news was flashed over press association wires.***

From that moment . . . and for the next 48 hours . . . KPRC newsmen, under the on-the-spot direction of News Editor Pat Flaherty, broadcast to the Houston area and to the entire nation via NBC accurate, up-to-the-minute reports of one of America's major tragedies.

For this brilliant radio news coverage, KPRC was lauded by Texas City officials, by NBC listeners throughout the country, by officials of the National Broadcasting Company, and by the press through the annual **Headliners Awards.**

***It was No Accident that KPRC Won Local and National Acclaim for Its Coverage at Texas City.***

Today, still under Pat Flaherty's direction, KPRC maintains an even larger staff than five years ago . . . men whose full-time job is covering and broadcasting the news for KPRC.

Complete, accurate, instantaneous news coverage is a KPRC tradition that has helped to make us . . .

## FIRST in the South's First Market!

**KPRC**
**HOUSTON**
NBC and TQN On
The Gulf Coast

JACK HARRIS, General Manager • Represented Nationally by EDWARD PETRY & CO.

don't
miss
"MR
DIXIE"
in
this
week's

Collier's

WBT'S
FABULOUS
GRADY
COLE

APRIL 19TH ISSUE
ON STANDS NOW

WBT
CHARLOTTE, N. C.

*REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES*

# 'FATHER OF RADIO' HONORED

## de Forest Feted by 500 at Waldorf-Astoria

DR. LEE de FOREST, famed inventor whose invention of the audion tube in 1907 paved the way for all radio developments since that time, was guest of honor Tuesday at a testimonial dinner held at New York's Waldorf-Astoria, where some 500 top radio engineers and executives gathered in tribute to the man who is generally termed the "Father of Radio."

Dinner was organized by the de Forest Pioneers, a group of men who have been associated with the inventive genius at some stage or other of his long career in radio—50 years in which he has been granted more than 300 patents. Hosts with the de Forest Pioneers were American Institute of Electrical Engineers, American Radio Relay League, Institute of Radio Engineers, NARTB, RTMA, SMPTE and Veteran Wireless Operators Assn.

The importance of the de Forest three-element vacuum tube, essential to every radio and television broadcast station and receiver as well as to sound motion pictures, radar, radiotelephony and radiotelegraphy and industrial electronic controls, was hailed by the banquet speakers.

Rear Admiral Ellery W. Stone, president, American Cable & Radio Corp., who presided at the dinner, traced Dr. de Forest's phenomenal career in his "keynote" speech and reported that the inventor, who will be 79 this August, is still active.

### Filed Patent Application

When Dr. de Forest arrived in New York last week, Admiral Stone reported, his friends shied away from any mention of transistors, which seem likely to compete with the vacuum tube in many of its applications. That is, they did not mention the subject until Dr. de Forest himself brought it up, telling them that before leaving California he had filed patent applications for an improvement on the present transistor and stating "I think it's going to be a real good patent."

Herbert Hoover, chief banquet speaker, said that when Faraday was asked by a politician of his day what practical use could be made of his invention of a device for transforming energy into electricity, he repied: "Sir, some day you will tax it." If an American politician had asked Dr. de Forest the some question about his vacuum tube, Mr. Hoover suggested that his answer would have been: "Sir, some day you will try to regulate it with laws."

"And now," said the former president who, as Secretary of Commerce during the early 20's was responsible for licensing the nation's first broadcasting stations, "the managers of this $6 billion industry are haunted by day with summons to Washington and by night theirs is the restless pillow of regulation nightmares in their sleep."

Mr. Hoover hailed Dr. de Forest for bringing "infinite blessings to mankind by the instant transmission into every home of the news, of great music, of great drama and great lifts in education.

"But," Mr. Hoover went on, "he has some grave matters to answer for. He has made it possible to transmit the worst music on earth—and political speeches. Perhaps the worst of his results is the singing commercial that plugs in when we try to get the news. And then there is the fellow who cannot sponsor a program without periodic interruption of huckster chatter into the midst of an inspiring musical presentation or a great drama.

### Suggests Another Invention

"Dr. de Forest could redeem himself if he would produce another great invention. That is the push button by which we could transmit our emotions instantly back to the broadcasters. It would explode our feelings over the air instead of having their inner gnawing of our morals."

Charles Edison, former governor of New Jersey, recalled the association of Dr. de Forest with his father, Thomas A. Edison. E. N. Pickerill, president of the de Forest Pioneers, presented a bust of Dr. de Forest to Yale U., from whose Sheffield Scientific School the inventor had earned his B.S. in 189[illegible] and his Ph.D. in 1899. Irving S. Olds, chairman of the board, U. S. Steel Corp., accepted the gift on behalf of the university.

# INTERWOVEN PLANS

## Minute Spot Drive Prepared

FOR the third successive year Interwoven Stocking Co., New Brunswick, N. J., has prepared one-minute radio spots for dealers and radio stations throughout the country to launch its promotion for Father's Day.

Last year, as a result of the unusual tie-in with dealers and local stations, more than 700 Interwoven dealers used the spots (which are supplied free) and bought time on local stations. This year the number of dealers using the service is expected to increase heavily.

The announcements—20 one-minute spots—are made available to the Interwoven dealers throughout the country. In addition the company also supplies radio stations with spot announcements in every part of the country where Interwoven dealers are located.

The promotion for Father's Day holiday is the second largest sales season for the stocking company—second only to Christmas. Thus its annual campaign begins at this time of the year.

WBNS Doesn't Fall Back on the "NET"

With the greatest of ease . . . WBNS programming swings back and forth from top CBS shows to locally-produced programs built around beloved Ohio personalities. Blessed with a choice of all the best CBS talent, WBNS knows sponsors can't miss when local favorites add their endorsement to selling messages aimed at Central Ohio.

ASK JOHN BLAIR

WBNS RADIO
PLUS WELD-FM

POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS RADIO OUTLET

**GROUCHO MARX** and Bob Dwan (co-director of "You Bet Your Life" with Bernie Smith) check the tape of a recent broadcast. Tight, noisefree splices are easily made — the only equipment required is ordinary scissors and "Scotch" Splicing Tape.

# Groucho takes to tape

***Sparkling wit + skillful tape editing = radio's top quiz show... "YOU BET YOUR LIFE" (NBC)***

How funny would a comedian be without his script writers? Groucho Marx supplies the hilarious answer to that one every week on "You Bet Your Life". His deft ad libs ("You say you're a philatelist? So am I...I figure if it's gonna happen, it's gonna happen") are captured on tape during relaxed non-broadcast sessions with studio audiences; the tape is skillfully edited to produce a laugh-packed show that has climbed to top listenership ratings.

"Scotch" Sound Recording Tape is used exclusively for "You Bet Your Life."

**EIGHTY 3M SOUND ENGINEERS** in the field —backed by 20 technical experts in the 3M Laboratories—stand ready to give you technical assistance with any recording problem you may have. Call your local 3M Service Representative, or write us direct: Dept. BT-42, Minn. Mining & Mfg. Co., St. Paul 6.

**Here's why recording engineers use more "SCOTCH" Sound Recording Tape than all other brands combined**

- Lower noise level than any other tape
- Greater output sensitivity than any other tape
- Better reel-to-reel uniformity than any other tape
- Erases cleaner than any other tape
- No curling or cupping — always lies flat on head
- Lubricated for longer tape life

**IMPORTANT:** There's more than one brand of sound recording tape. Insist on the "SCOTCH" brand, the *lubricated* tape that gives matchless fidelity, clarity of reproduction, freedom from distortion. Used by all major networks and for master recording by leading record companies.

The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.— also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: Minn. Mining & Mfg. Co., International Division, 270 Park Avenue, New York 17, N. Y. In Canada: Minn. Mining & Mfg. of Canada, Ltd., London, Canada.

# AGENCY STATUS

## Ver Standig Sees New Age

THE DAY of the "15% house" in the advertising agency business is passing, M. Belmont Ver Standig, head of the Washington agency bearing his name, told the Washington Ad Club last Tuesday in an agency day panel, presided over by Joseph Katz, president of Joseph Katz Co., Baltimore-New York.

Forseeing the end of the old "blood and guts" method of "slapping out advertising," Mr. Ver Standig said advertisers finally are placing agencies "in their proper light—not as people who just 'do advertising' but as counsellors to be consulted in all fields pertaining to advertising, merchandising and selling."

He contended that every agency must be a marketing agency, with clients entitled to demand merchandising, marketing and sales help including research.

"The time is here now in some agencies, and will soon be in others," he said, "when you will no longer be able to sell space or time according to routine methods and facts concerning readership, listeners and viewers. We now know that readers aren't necessarily buyers, listeners aren't necessarily customers and viewers just aren't necessarily interested.

"With the high cost of media, smart advertising men are demanding proof of salesworthiness from media. So a great deal of media testing is being done by agencies—and, let me caution you on this: You should know enough about media testing and good copy and advertising techniques to be sure that the agency testing your media is using fair samples. If not, you can come out on the short end."

Mr. Katz, in a serious departure from his humorous approach to the whole "crazy business" of advertising, asserted that too much lip service is given to the "responsibility" of media. It's the advertising message that counts, he said, pointing out that the media "constitutes the hall the advertiser hires" and that media should not be blamed if the advertising message isn't right. He cited the recent case of a 1.6 rating through which an advertiser doubled his business, while a 24 rating "didn't sell anything."

Mr. Katz was introduced as the "account executive" for the agency which had just been named by the Democratic National Committee to handle the 1952 advertising campaign for the Presidential elections.

Henry J. Kaufman, head of Henry J. Kaufman & Associates, Washington, in his panel stint, suggested to Mr. Katz that a good slogan for the campaign might be: "Honesty is no substitute for experience."

Other panel participants were Bill Sigmund of Kaufman, Alvin Miller, Ernie Johnson, Henry Kronstadt, Gervis Stark, Alvin Epstein, Charles Isbel (Advertising, Inc.) and Robert J. Enders.

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FOUR radio stations, KOMO Seattle, KHQ Spokane, KFI Los Angeles and KGW Portland, celebrate 25th anniversary as NBC affiliates, this month. KNBC, owned and operated by NBC, has been San Francisco outlet also for 25 years.

RADIO REACHES PEOPLE...
KENTUCKY
THE NASHVILLE MARKET* Listens TO WSIX!
NASHVILLE
ALABAMA
*Cover the 53 counties in middle Tennessee and southern Kentucky with WSIX alone!
Celebrating a Quarter-Century of Service!
Better Buy
NATIONAL REPRESENTATIVE
GEO. P. HOLLINGBERRY CO.
WSIX
The Voice of Tennessee's Capital City
ABC AFFILIATE · 5000 WATTS · 980 KC · WSIX FM 97.5 MC 71,000 W


# front office

ROBERT S. deSOUSA, account executive, KNBH (TV) Hollywood, appointed sales manager.

JACK M. LOGAN, formerly account executive with KOOL Phoenix, Ariz., and general manager of KLUF Galveston, Tex., joins advertising staff of KRLD Dallas.

CHARLES CLIFTON HOWARD named resident manager of KISW (FM) Seattle, replacing ROBERT WALDRON who transfers to KRKL Kirkland, Wash.

WILLIAM E. WALKER, sales staff, KIKI Honolulu, appointed sales manager.

Mr. Walker

WILLIAM SANFORD, former news editor at KMJ Fresno, Calif., named manager of station.

EARL A. PETERSON, division manager of Montgomery Ward's major appliance division, to sales staff of WTCN-TV Minneapolis-St. Paul.

TOM UNDERWOOD, WPDQ Jacksonville, Fla., to WGRC Louisville, Ky., as commercial manager.

NEAL B. BUNN, program director, KNEA Jonesboro, Ark., promoted to assistant manager.

CARL W. HILL, account executive, KFOB Long Beach, Calif., and ROBERT WAYNE MULLER, account executive, KIEV Glendale, Calif., to KBIG Avalon in similar capacities.

BEN BURDETT, transmitter technician, KSL Salt Lake City, transfers to sales staff.

ERNEST LEE, assistant personnel manager, *Los Angeles Times*, L. A., to KTTV (TV) Hollywood in same capacity.

NORMAN FLYNN, salesman, WENE Binghamton-Endicott, N. Y., appointed sales manager effective April 8.

## *Personals . . .*

BERTRAM LEBHAR Jr., director of WMGM New York and head of MGM Radio Attractions, and SAM ROSSANT, WMGM account executive, won blue ribbon pair event in Eastern Tournament of American Contract Bridge League, held in New York fortnight ago. . . . ARTHUR E. GERBEL Jr., assistant manager, KJR Seattle, elected secretary-treasurer of Seattle Rotary Club. . . . GORDON B. McLENDON, president of Liberty Broadcasting System, named "Man of the Month" for April of East Texas Chamber of Commerce.

**WHEN KMA Shenandoah, Iowa, President Edward May, son of the station's founder, presented this engraved silver cup for 25 years in radio to Bernice Currier, station's homemaker, there was a total of 180 years' service in broadcasting represented. The KMA veterans attending, and their length of service, were (l to r) Tony Koelker, assistant manager (16 years); Mr. May; Gretta Bellamy (27 years); Mrs. Currier; Frank Field (26 years); Adella Shoemaker (9 years); Doris Murphy (23 years), and Mrs. Earl May, widow of founder. Mr. May practically "used the KMA microphone for a teething ring," station pointed out.**

# *Would you throw 357 million tax dollars into* HELL'S CANYON?

The government may do it for you — using *your* tax money to promote a giant federal power monopoly.

The plan is to spend more than a third of a billion tax dollars to build a dam and hydro-electric plant on the Snake River along the Idaho-Oregon border. The site: Hell's Canyon.

This would be a needless expense because the local electric light and power company already has offered to develop the power *at no cost* to American taxpayers. For more than four years the company, with the wholehearted support of its customers, has been ready with plans for a series of five dams.

But the job is held up. For there are those who want the federal government to take over electricity — as well as medicine and other businesses and services. They insist that the government develop the power even though it takes longer and costs many more millions.

Congress will make the final choice within the next few months. And these are the facts that will be considered:

**If the local company does the job**

The company and its investors will pay for it.

It will pay about $6 million a year in local, state and federal taxes.

Power produced will be shared by all with rates regulated by public commissions.

All dams can be completed and power available in about 2½ years.

**If the federal government does the job**

*You* and every other American taxpayer will put up the money.

Little or no local, state or federal taxes will be paid.

Specially favored groups will have first call on all power. Rates won't be regulated by state commissions.

Six years to build one high, costly dam. Ten years to complete project.

Those who want a socialistic America know that when government takes over electricity, it is a step toward the control of every business, farm and family. The time to stop the spread of socialized electricity is now. That's why these facts are brought to you by America's business-managed, tax-paying Electric Light and Power Companies*.

**Names on request from this magazine*

• "MEET CORLISS ARCHER"—*Sundays—ABC—9:15 P. M., Eastern Time.*

X marks the spot
OF THE SELLING STATION
IN INDIANAPOLIS!

For the Fourth Consecutive Year the Brewers of C.V. Champagne Velvet Beer —are sponsoring a complete season of Major League Baseball on the *selling station* of Indianapolis.

*Proof Positive* that WXLW's Sales Impact really does the job!

Let Sales Impact go to work for you.

*Contact Your Nearest* John E. Pearson Office

New York, Chicago
Dallas, Minneapolis
Los Angeles
San Francisco

THE ONLY INDEPENDENT RADIO STATION IN INDIANAPOLIS
WXLW
1000-WD

# air-casters

**DAVE CAMPBELL,** formerly of WBT Charlotte, N. C., and WTOP Washington, appointed program director at WNOK Columbia, S. C.

**CHARLES RAY,** KENT Shreveport, La., to KXEL Waterloo, Iowa, on announcing staff.

**EDWARD MILLER,** announcing staff, WKNA Charleston, W. Va., promoted to chief announcer.

**BOB HENDRICKS,** head of transcription department, KNX Hollywood, named assistant director succeeded by **JIM GIBSON.**

**FRANK NESBITT,** sales presentations staff, CBS Radio, New York, appointed director of that department.

Mr. Nesbitt

**FRANK MORIARITY,** program staff, WCBS-TV New York, appointed staff director replacing **FRANK HARMS** who resigns to become director of *Bert Parks Show.*

**PAUL DENAULT,** WCOW S. St. Paul, Minn., to KSTP-AM-FM-TV Minneapolis-St. Paul, as announcer.

**JON MASSEY,** WWDC Washington, selected one of "America's most popular Negro disc jockeys" in poll conducted by *Color* magazine.

**ED FISHER,** morning man, WHIZ Zanesville, Ohio, to WQUA Moline, Ill.

**KEITH McKENZIE** joins continuity staff of CHUB Nanaimo.

**DON FORBES,** production manager, KLAC-TV Hollywood, appointed executive director.

**PAUL W. YOUNG,** telegraphic editor, *News-Journal,* Wilmington, Ohio, to WLW and WLWT (TV) Cincinnati, as writer in publicity department.

**ART LINKLETTER,** star of CBS Radio *House Party* and *People Are Funny,* to be featured banquet speaker at annual conference of Southern Calif. Adv. Agencies Assn., April 25 in Santa Barbara.

**ANNE ROBERTS,** continuity director, WBBW Youngstown, Ohio, and **JIM GERARD,** announcer there, to WLWD Dayton, in same capacities. **KENNETH SANDERS,** production department, named WLWD's film editor replacing **JOHN SPOFFORD** who left to join Armed Forces.

**DOYLE LOVE** to WFA Dallas as assistant farm editor.

**BILL TONYAN** to WNAX Yankton-Sioux City, S. D., as staff musician.

**RUBY TILLERSON,** program director-continuity editor, KASI Ames, Iowa, to continuity staff, KCMO Kansas City.

**KENNETH YEEND,** program director, KIRO Seattle, appointed chairman of publicity committee for 1952 Kiwanis International Convention scheduled for June in Seattle.

**PHIL MOSS,** announcer, KNEA Jonesboro, Ark., appointed program director.

**MARY COCO** added to continuity staff, WCCM Lawrence, Mass.

**PHILLIS NUNGESTER,** traffic manager-sales secretary, KFI Los Angeles, to Hollywood headquarters of KBIG Avalon, Calif., in similar capacity.

**FRANK ANNAND,** assistant program director, WCHS Charleston, W. Va., promoted to production manager. **SAM POLAND,** announcer, appointed chief announcer at station.

**WALLY DOUGLAS** joins WCAV Norfolk, Va., as early morning man.

**DANNY SHEELDS,** WITH Baltimore, transfers to WCAV to handle all Muntz TV shows on station.

**WALTER O'KEEFE,** star of NBC radio *Double Or Nothing,* named favorite radio quiz comedian by National Assn. Gag Writers.

**KEITH EIDE,** staff musician, WNAX Yankton-Sioux City, S. D., father of girl, April 3.

**WILLIS CONOVER,** disc jockey, WWDC and WNBW (TV) Washington, and Jacqueline Laraque, daughter of Haitian ambassador to U. S., were married April 1.

## *News* . . .

**GEORGE BROWN,** WOR New York news editor, promoted to manager of newsroom.

**LANSING CHRISTMAN,** news staff, WGY and WRGB Schenectady, N. Y., named stations' news director.

**CHARLES SORLIEN,** staff photographer, *Globe Gazette,* Mason City, Iowa, to WTCN-AM-TV Minneapolis-St. Paul, as reporter-photographer.

Mr. Sorlien

**DON WRIGHT,** Minnesota newspaperman to news writing staff, KSTP-AM-FM-TV Minneapolis-St. Paul.

**PHIL WILSON,** newsman, WQUA Moline, Ill., to news staff, WMBD Peoria.

## Wilson Profiles Lamb

EDWARD LAMB, owner of WTVN (TV) Columbus and WICU (TV) Erie, was the subject of a column by Earl Wilson, nationally-known New York newspaperman. Mr. Wilson wrote that Mr. Lamb was "an unusual man" because, "he wants to give the public something." Mr. Lamb told Mr. Wilson of his proposal to set aside a couple of hours a day for "non-profit" programs. In addition to the TV stations, Mr. Lamb owns WTOD, WTRT (FM) Toledo and WHOO-AM-FM Orlando and is publisher of the *Erie Dispatch.*

NEW public service series, *The Thin Blue Line* on KNBH(TV) Hollywood, features discussions of current public interest concerning L. A. Police Force by its members.

## Strictly Business

*(Continued from page 20)*

company's Chicago office in August 1949, started with a sales force of two men and three office girls representing two stations. The list has grown to eight stations, with staffs in Chicago, New York and San Francisco.

He has been in the broadcasting business since 1938, when he worked for $2.50 weekly as a singer at WDWS Champaign while attending the U. of Illinois. A star debater, athlete, dramatist and student government official, he spent his first two years studying law at Harvard U. after winning the first National Elks Foundation $1,000 cash scholarship. He was chosen the most outstanding high school or preparatory school graduate in the competition after graduation from DuQuoin (Ill.) High School, the city where he was born and raised.

After graduation from Illinois in 1938, he learned about radio station operation "from the broom up" at WDWS and at WDAN Danville, Ill., later freelancing in Florida. Still favoring the Midwest, he returned to Chicago and was hired as a credit representative for the U. S. Gypsum Co. after cornering the personnel director on a slow Saturday morning and getting a job for which he didn't apply.

He left to join the Navy as an ensign in 1943. Helping to keep Navy planes flying, he spent most of his service time in the Pelau Islands, where he discovered over a five-month period in Anguar that the Army and Navy got along famously despite reports to the contrary.

After his Navy duty, Mr. Layman worked as an account executive at T. R. Bauerle Agency and Grant Adv. in Chicago before selling network time for ABC there.

He married the former Betty Jane Lovegren, whom he met at the U. of Illinois, and they live in west suburban Hinsdale with their children, Susan Gay, 8, and twins Carol Lyn and Cathy Lea, 4.

Mr. Layman is a member of the Chicago Television Council. He also works actively in Hinsdale civic affairs and is a member of the Union Church there.

## FREEPORT, TEX., GRANT

### WAFB Withdraws Protest

BRAZOSPORT Broadcasting Co., Freeport, Tex., has been granted 1460 kc with 500 w, daytime. FCC adopted an initial decision recommending grant.

About three weeks after the issuance of the initial decision by Hearing Examiner Hugh B. Hutchison, WAFB Baton Rouge, La., filed a petition objecting to the proposal, asserting that it feared interference [B•T, March 24, 17].

The FCC stayed the effectiveness of the initial decision in order to study the matter further. Later, WAFB withdrew its objections.

# station operators please note!

The advertisement shown here is appearing currently in *Advertising Agency*.

Reason is we want all agency men to know how Service-Ads are becoming increasingly helpful to media men.

• • •

To help you make these Service-Ads of maximum usefulness to buyers (and so of maximum effectiveness) we have interviewed scores of media people and advertising managers . . . to find out how they buy spot radio time, what kind of information is most valuable to them. The results of these interviews are available to radio and TV stations and their representatives in the booklet, "SPOT RADIO PROMOTION HANDBOOK" (at cost: $1.00).

Then, to help you convert these viewpoints into Service-Ads that will really "sell by helping buyers buy," we have condensed this information into another handy booklet, *"Copy Organizer for Service-Ads in Radio Rates & Data."* Available at cost, $1.00.

Walter E. Botthof

WALTER E. BOTTHOF, *Publisher*

## added information

## *for busy buyers of space and time*

**publishers and station operators are providing another source of timely media information**

Getting *standard* media information fast poses no problem . . . you have Standard Rate & Data and CONSUMER MARKETS handy.

It's the media information that is *not standard* that is harder to keep up with . . . trends—market coverage data—by trading areas—by class or type or age.

Many publishers and station operators appreciate that media buyers do not always have time to call for help; or even for careful study of all filed literature. **Last year approximately 1,050 of them put supplementary information about their publications and stations near their listings in SRDS, and near the appropriate market data in CONSUMER MARKETS.**

Media buyers tell us they appreciate finding helpful *"non-standard"* information right there when they are referring to standard market or media data. They say it often helps them select media; sometimes helps them defend their selections.

The facts about radio in California's $660 million FRESNO MARKET
KMJ
ANDERSON NEWSPAPERS
The Big Indiana Salesmen
in INDIANA'S 9th MARKET
The BULLETIN · The HERALD
IMPORTANT FACTS about WOMAN'S DAY

**In the course of your daily use of SRDS monthly publications and CONSUMER MARKETS, don't forget—in Service-Ads like these there is *added information* for busy media buyers.**

**s r d s**

STANDARD RATE & DATA SERVICE, INC.

Walter E. Botthof, Publisher

*the national authority serving the media-buying function*

1740 RIDGE AVENUE • EVANSTON, ILLINOIS

SALES OFFICES: NEW YORK • CHICAGO • LOS ANGELES

publishers of **consumer magazine** rates and data • **business publication** rates and data • **national network** radio and television service • **radio** rates and data • **television** rates and data • **newspaper** rates and data • **transportation advertising** rates and data • **A.B.C. weekly newspaper** rates and data • **consumer markets,** serving the market-media selection function

WSAZ
HUNTINGTON, W. VA.

68%
OF THE
INDUSTRIAL
WORKERS
ARE AT
WORK
BY
7:30 A. M.
IN HUNTINGTON *

WSAZ
IS THE
ONLY STATION
SIGNING ON AT
5:30 A. M.
TO REACH
THESE PEOPLE

- 930 KC
- 5000 WATTS DAY
- 1000 WATTS NITE

NATIONAL REPRESENTATIVE
THE
BRANHAM
COMPANY

* FOR A MORE COMPLETE BREAKDOWN OF INDUSTRIAL PLANT SHIFT STARTING TIMES WRITE.....

WSAZ
HUNTINGTON, W. VA.

## Our Respects To

*(Continued from page 52)*

lars, like other tools, are well used.

He believes the creative elements must be given all the tools, materials and assistance they require to do their end of the job. Whatever economies are effected must not be at expense of quality of production.

"By acting in close teamwork with the creative people, the production administrator can actively help in insuring quality of the final show," he declares. Summing it up, Mr. Glett says, "My job is to work hand-in-hand with the creators to help get a good end product at realistic cost."

Born in New York March 13, 1902, Mr. Glett attended Public School 42, but by the time he enrolled in high school, he had to go to work. He spent only one year in regular day high school. In his second year he became stockroom boy for the old Motion Picture News. He continued high school at night for another 12 months. Then he enrolled in New York School of Journalism night classes. After two years his formal education was completed.

Meanwhile, he changed jobs. He joined Far East Film Co. in 1918. The following year at 17 he went to Europe for that firm.

He went to Chicago in 1920 and got a job selling reissues of Triangle movies. During his next two years Mr. Glett learned the film distribution business. He joined Goldwyn Film Co. in 1922 and a year later became mid-west sales representative for United Artists, distributing movies of Mary Pickford, Douglas Fairbanks, Charles Chaplin and D. W. Griffith.

### Forms Production Unit

The ambitious young man went to work in 1925 for George Matthew Adams' newspaper syndicate, which handled Edgar A. Guest poems. Interesting exhibitors in a series of short subjects based on Guest's works, his employer gave him the go-ahead to form his own film production unit.

Mr. Glett wrote, directed, produced and edited 18 of these films during 1926. He won a national trade paper blue ribbon award for his second picture, *The Yellow Dog*. After this promising start, sound came in.

Some months later he produced Paramount's first sound short, *Song of the Builder*, ending a ten-year period, that Mr. Glett now looks back on as his apprenticeship in motion pictures.

In 1928 he became production manager of Western Electric's motion picture subsidiary, Audio. He continued in that post until 1931, resigning to again enter independent production.

Mr. Glett went broke in 1932 when backers defaulted on their notes during the government bank holiday. Undaunted and determined to pay off obligations, he borrowed $350 and went to England where U. S. dollars weren't frozen. He arrived in London with $62. By week-end he couldn't even pay his hotel bill. He managed, however, to liquidate all his firm's foreign holdings and brought back enough dollars to New York to pay off company debts. With bills paid in full, Mr. Glett had $100 left.

Rejoining Western Electric in 1934, he was made vice president in charge of production. When that company took over the former Paramount Studios in Astoria, Long Island, in 1937 he became vice president of studio and production operations, continuing in that capacity for the next two years.

Then Mr. Glett joined director William Dieterle in Hollywood as associate producer and they formed William Dieterle Productions. Their first picture, *The Devil and Daniel Webster*, won two Academy awards.

This association ended in April 1942 when he became vice president and general manager of General Service (United Artists lot) in charge of production and studio operations for about one year.

Shortly afterward Mr. Glett was elected vice president of Myron Selznick Agency, handling many top film stars, directors, producers and writers. He took military leave-of-absence from the agency in 1943 to join the Army Signal Corps. Still in service upon the death of Myron Selznick in 1944, Major Glett was elected the talent agency's president by estate executors.

As Chief of Operations Branch, SCPC, Western division, while in service, Major Glett supervised from 20 to 25 active production units making over 500 training and indoctrination films.

Returning to civilian life in 1945, he rejoined the Selznick family. He became vice president and general manager in charge of production and studio opertions for David O. Selznick Studio. Next move was three years later to Motion Picture Center Studios as managing director.

Mr. Glett joined Don Lee Broadcasting System on June 7, 1949 as vice president in charge of TV. When CBS bought Don Lee TV station some months later, his present association began.

Faced with the problem of creating a production organization for an industry entering into a period of rapid expansion, but at a rate not yet measurable, he found a solution that Mr. Glett believes anticipates any increasing or decreasing work load.

He set about creating basic units for each phase of physical production. Once these were established and their functions clearly defined, he had a foundation that could be expanded indefinitely to handle any

More POWER to you
WINS NOW
50,000 WATTS
Day and NIGHT!
Now WINS offers a powerful 50,000 watts around the clock. This means still greater coverage—an even better signal—another reason why...
1010 WINS!
WINS
Buy WINS ...it Sells!
50,000 WATTS
DAY AND NIGHT... NEW YORK
CROSLEY
BROADCASTING CORPORATION

flow of production with "quality the goal regardless of any other consideration."

Work and his family are almost Mr. Glett's only interests. He enjoys the relaxation of his Beverly Hills home shared by Mrs. Glett, the former Clarice Allen and their 12-year-old daughter, Patricia. Not a hobbyist, he works around the house and yard on week-ends, and has become an expert rose fancier and carpenter.

A reserve officer, a member of Amvets, and Retired Military Officer's Assn., he is a founder and board director of Television Broadcasters of Southern California.

## Total Ads Up

TOTAL national advertising in four major media—network radio, network TV, magazines and Sunday newspaper supplements—reached a new all-time high in dollar volume in 1951 of $873,428,513, up 17.1% over the 1950 aggregate, Magazine Advertising Bureau has reported. Figures came from tabulations kept by Publishers Information Bureau, which showed a gain over 1950 for every one of the 28 industry classes included in the PIB service. PIB shows that 1951 was the top year for network TV and magazines; network radio and Sunday supplements fell below their 1950 levels of advertising revenue.

**EMPLOYES wore "Slave" caps and management wore "Top Brass" helmets at March 24 annual meeting of Chesapeake Chapter, American Assn. of Advertising Agencies in Baltimore. Among those attending were (l to r) Sidney A. Levyne, S. A. Levyne Co., Baltimore; M. Belmont Ver Standig, M. Belmont Ver Standig Agency, Washington; Joseph Katz, Joseph Katz Co., Baltimore; Jerry Collins, media director, Ver Standig Agency; Robert V. Walsh, radio-TV director, Van Sant, Dugdale & Co., Baltimore; Edgar Kassan, account executive, Joseph Katz Co., and Theodore A. Newhoff, Theodore A. Newhoff Agency, Baltimore.**

# WOWO HEALTH CONSERVATION

### Joint Cooperation With Others Planned

ANNOUNCEMENT that Westinghouse's WOWO Fort Wayne, Ind., has embarked upon a health conservation project came at the 13th annual Farm Achievement Award banquet, sponsored by the station. Franklin Tooke, general manager, who will direct the project, said WOWO believes the work will be counted among the most important public service activities ever undertaken by an individual radio station.

WOWO will co-operate in the project with other organizations throughout Indiana, Ohio and Michigan, which hope to improve environmental factors affecting health, Mr. Tooke said. He indicated that there are many professions devoted to curing disease, but few dedicated to preserving health.

The project, "Health From the Soil Up," will include any activity pertaining to physical, mental, social or community health, the station manager said. He stated WOWO personnel will work with all individuals or agencies who seek the common goal of good health, including extension departments of state universities, county agents, home demonstration agents, soil conservation men, health councils and services, among others.

Some objectives are: Natural resources use and conservation; improvement in the average home's ration balance; complete health checks for school children, with hot and better lunches, and a closer approach to ideal health conservation through home environment, personal habits and disease control.

The project also would improve health and conservation education in schools, with church participation in these activities; add more organized recreation for youths and adults and more county health councils, and promote contests, displays and demonstrations of health maintenance at local events.

## WMRY Increases Rates

WMRY New Orleans has announced a 15-25% rate increase in both local and national advertising. Mort Silverman, general and commercial manager, explained that this was the first increase since May 1, 1950, at the time when the station went into all-Negro programming.


BEFORE YOU DECIDE ON YOUR SUMMER SCHEDULE *in the* DETROIT *Area*

*See How Much* **MORE** *You Get Using*

**CKLW**

*and its 50,000 watts*

AT THE LOWEST RATE OF ANY MAJOR STATION IN THIS MARKET

*Guardian Bldg.* • *Detroit 26,*

Adam J. Young, Jr., Inc. National Rep. • J. E. Campeau President



First or Second in

38

Quarter Hours

Between 6 a.m. and 7 p.m.*

*WFBR "HOME-GROWN" SHOWS OUTSTANDING IN AUDIENCE AND RESPONSE!*

Looking for a place to put your minute spots in Baltimore? Pick the WFBR "home-growns"—outstanding participation shows! For instance:

CLUB 1300

Completely outclasses its field—No. 1 show of its kind!

MELODY BALLROOM

Top-rated disc jockey show in Baltimore!

NELSON BAKER SHOW

1st in its time period!

EVERY WOMAN'S HOUR

Top-rated 30-minute woman's show!

SHOPPIN' FUN

Top locally produced show in its period!

MORNING IN MARYLAND

Misses being tops for 3-hour period by a fraction!

Buy where the top shows are—buy on . . .

*Jan.-Feb. 1952 Pulse Report

WFBR

ABC NETWORK

5000 WATTS IN BALTIMORE, MD.

# 'OPERATION BLOOD BANK'

**Stations Go All Out in Community Campaigns**

OPERATION Blood Bank, a project to meet the needs of the armed forces in Korea, and other Red Cross projects have been an unqualified success at the community level, judging by reports from local stations.

Participation of radio-TV networks has been reported previously in detail in past issues of BROADCASTING • TELECASTING, with commendations from top government authorities. But the American Red Cross and other organizations also have been lavish in their praise of stations who evolved promotional plans to put over local quotas. Staffmen literally gave their blood in many instances.

The techniques and promotions varied throughout the country, but as always, the results were uniformly the same—successful. Typical of the reports submitted by stations were these:

In Pennsylvania, WMGW Meadville cooperated with the Red Cross and local chamber of commerce by remaining on the air an hour past signoffs for several nights. On one stunt, two announcers volunteered to sleep in the local park all night if five people would each donate a pint of blood to meet quotas. They got the blood—so announcers Jim Strickler and Mike D'Angelo slept in the park—as advertised.

In New York, WFAS-AM-FM White Plains had five staffers donate blood and describe their reactions in the process via tape recorder. Staffers included Joan Schneider, assistant program director; Fran Keegan, traffic supervisor; Bob Juhrenm, copywriter; Lenny Dillon, sportscaster, and Dan Valle, assistant chief announcer.

WLAM Lewiston, Me., announcer Norm Card, who is m.c. on *WLAM Bandstand*, went through the Red Cross bloodmobile "line" when the donor vehicle visited there. He interviewed Red Cross workers and nurses at each step, giving his personal reaction, including the period when he was giving his blood. Quota for the Bloodmobile visit was 100 pints. Armed Forces, for whom the blood was earmarked, received 119 pints from residents of Lewiston and Auburn.

Swinging south to Georgia, WFRC Athens credits H. Randolph Holder, news director, for "single-handedly" putting over the most successful blood bank drive in the city's history. Over 250 pints were pledged—well over quota.

In Texas, Charlie Harrison, program director at KFRD Rosenberg, greeted the arrival of a Red Cross bloodmobile with a donation. He gave listeners a first-hand report on its effects and on procedure to be followed.

In the Midwest, reports were received from Wisconsin, Michigan, Missouri, Nebraska and Minnesota. WTMJ-AM-TV Milwaukee set up a "Five Thousand Club," seeking that number of pledges during a two-week campaign. Result: a total of 7,612 came in. A service award was offered to donors. Station cooperated with the Milwaukee County Red Cross Chapter and Junior League Blood Center.

A total of 3,871 pints of blood were promised the Detroit chapter of ARC for Korea veterans as the result of a feature film promotion on WXYZ-TV there. Sponsor of *Motion Picture Academy* series, the Rose Jewelry Co. devoted commercial time to appeals. Switchboard was kept open to 3 a.m. with many celebrities contributing blood.

**Kansas City Efforts**

In Kansas City the voices of some 1951 flood victims offered a helping hand in the local drive. KMBC there used transcribed statements of victims to push the drive. Heavy play was given by WDAF WHB KCMO KCKN there, with WDAF-TV using still picture as well.

KMBC reported praise from civic leaders, local Red Cross directors and E. Rolland Harriman, national American Red Cross director. Other stations carrying transcriptions reported favorable listener comment. Number of pledges doubled after spot interviews were begun.

In Nebraska, KWBE Beatrice went promotionally all-out with the theme, "Anything for the Red Cross." The gimmicks consisted of a baby-sitting auction by Acting Manager Bud Pentz and announcer Bill Boyce. Top bidders got the services of the two staffmen for a night. Station made a tape recording of the proceedings with "hilarious" results after news stories and promotion put over the idea.

In Minnesota, KAUS Austin took dramatic means to remind listeners of blood needs. Staffers donated blood after station signed off in mid-afternoon and invited listeners to join in. Ten daily announcements pointed up arrival of the Red Cross bloodmobile. Total of 1,309 pints of blood was collected in five-day visit.

On the West Coast, Bill Weaver's "B-Day" drive at KCBS San Francisco netted the armed forces 230 pints of blood. Working with local baseball club, Mr. Weaver passed out complimentary baseball tickets for exhibition games to donors. Tributes were paid Arthur Hull Hayes, CBS San Francisco vice president and KCBS general manager, by the Red Cross.

# CITRUS SPOT TEST

**Memphis, Louisville Underway**

SPOT budget for Memphis and Louisville during the Florida Citrus Commission's $25,000 intensive educational and advertising campaign on selling Florida citrus fruits will take $12,414 of the total. The two-month promotion campaign began last Monday [B•T, April 7] and calls for $5,971 to be spent in Memphis among WHHM WMC WDIA WMPS and $6,443 in Louisville among WHAS WINN WKLO WAVE.

J. Walter Thompson Co. is handling the tests, to be conducted with radio, newspapers and display material for retail food stores. The campaign will test the proposed new method of selling citrus fruits in Memphis by the pound, the system used in selling most fruits and vegetables, and in Louisville by the present method of selling by the dozen, with results to be studied for control and comparison purposes.

# TEMPERATURE STABILITY

**Research Aids Production**

BOTTLENECK in manufacture of certain electronic equipment has been eliminated through Navy research, according to the Office of Technical Services in the Dept. of Commerce. New development evolves around temperature stability, a basic requirement in electronic equipment.

OTS noted that tuning and other operating characteristics of equipment should remain unchanged even when temperature fluctuates. To avoid temperature - produced changes, electronic components are used as "compensating" elements. The Navy devised a test which, when applying a quick "heat pulse," produces same effects as obtained by a long heating run. New technique requires less time, is less costly and involves smaller test equipment.

Theory is outlined in a 27-page book, *A New Instrument for the Rapid Measurement of Capacitor Temperature Coefficients*. It is available for $1 at OTS, Dept. of Commerce, Washington 25, D. C.

# WCHS Full Time

FULL-TIME, around-the-clock operation by WCHS Charleston, W. Va., has been announced by John T. Gelder Jr., vice president and general manager of the CBS affiliate. WCHS will program 24 hours daily, seven days a week, with accent on standard music designed to reach a general audience. Doug Martin will handle the record shows. Station operates on 580 kc with 5 kw.


**New PULSE Surveys Show "We've Done It Again"**

**KMTV**

**Omaha's No. 1 TV Station**

KMTV has done it again! Latest Pulse figures show that KMTV leads in 66 out of 100 Class A (6 to 11 P.M.) quarter-hours—Monday thru Friday. For the entire week, KMTV leads in 88 out of 140 Class A quarter-hours or 62.8% of all Class A quarter-hours.

KMTV has a bright picture on afternoon ratings, too, with a 53% share of the weekday afternoon audience and a 54% share on Saturday. For the best in TV coverage of the rich Omaha area, contact the Katz Agency or KMTV today.

**KMA**

**The Most Listened To Station in Its Vast Rural Midwest Area**

Pulse figures released in January, 1952 for 23 rural Iowa, Nebraska and Missouri counties show that KMA is the Most Listened To Station during 234 ¼-hour period throughout the week. This is more than all other radio stations heard in this area combined. KMA delivers 117 additional BMB counties not included in the Pulse.

KMA gives you more concentrated coverage of this rich, midwestern, rural market at less than 1/3 the cost of the 2nd place station. Contact Avery-Knodel or KMA today.

**KMTV** CBS DUMONT ABC
OMAHA 2, NEBRASKA
CHANNEL 3
Represented by KATZ AGENCY

**KMA** 5000 WATTS 960KC
SHENANDOAH, IOWA
Represented by
AVERY-KNODEL, INC

MAY BROADCASTING COMPANY



REACHES 93,217 RADIO FAMILIES **WEOK** POUGHKEEPSIE
REPRESENTED BY
EVERETT McKINNEY, INC

# TELECASTING


## Did You Realize That You Can Sell Eleven Key Markets with TV for as little as $590.50 A WEEK?

Spot Television is
one of the most economical media available today—
and certainly the most effective per dollar.

Yes, TV advertising on the outstanding programs
of these eleven stations can be purchased for as little as
$590.50 a week. That's an average of
$53.68 per market per week.

That's low cost (and highly effective) advertising.
Worth buying into right now.

WSB-TV .....Atlanta
WBAL-TV .....Baltimore
WFAA-TV .....Dallas
KPRC-TV .....Houston
KHJ-TV.....Los Angeles
KSTP-TV ...M'p'l's-St. Paul
WSM-TV .....Nashville
WTAR-TV .....Norfolk
KPHO-TV .....Phoenix
WOAI-TV ....San Antonio
KOTV .....Tulsa

REPRESENTED BY

## EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

in our 7th year

**CHEF MILANI**
offers recipes incorporating sponsor's products. A close friend of food market retailers, he makes personal calls to merchandise products featured on this popular program.

# Get your share of the BILLION-DOLLAR SOUTHERN CALIFORNIA FOOD MARKET!

***PARTICIPATIONS ON THESE HARD-HITTING KNBH TV FOOD SHOWS WILL TAKE YOUR SALES STORY INTO EVERY TV HOME IN SOUTHERN CALIFORNIA!***

**MONTY MARGETTS**
where commercials are integrated into the program. Emphasis on endorsement of Monty and viewers for products and recipes prepared in her cozy kitchen-dinette.

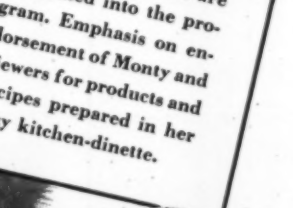
Results prove that television is particularly effective in selling food products.

This is especially true in Southern California — one of the most heavily TV saturated areas in the nation.

With retail food sales in food stores alone estimated* at $1,224,699,000 a year, Los Angeles and Orange Counties deserve your close attention.

Shown here are three of the top food participation TV shows in this area... all on KNBH — the aggressive NBC outlet in Los Angeles. Time is available on these shows for YOUR product. For details on the proved results these shows are delivering, consult KNBH, Hollywood, or or your nearest NBC Spot Sales office today.

** Standard Rate & Data — Consumer Markets 1951-1952*



**FOODS FOR THOUGHT**
features Betty Hoyt with market operators as guests. Program ties in with point-of-sale material and products featured in newspaper ads for timely, direct merchandising.

NBC HOLLYWOOD KNBH channel 4

**TO SELL THE BUYING MILLIONS IN AMERICA'S *2ND LARGEST TV MARKET***

TELECASTING

APRIL 14, 1952

# TV APPLICATIONS

## FCC Will Begin Processing July 1

PROCESSING of TV applications, after a 45-month freeze, begins July 1—78 days after the April 14 issuance of the FCC's Sixth Order and Report.

Applications will be considered on a channel-by-channel basis. That is, qualified applicants seeking a channel for which there is no competing application will be granted a construction permit no matter how many applications are filed for other facilities in the same city.

A temporary expediting procedure has been set up which has as its prime purpose to get TV service to those cities which have none today. A subsidiary purpose is to process UHF applications as early as possible.

Four processing lines will be set up.

Line A will process: (1) changes required to be made by 30 of the 108 existing TV stations immediately following the effective date of the final report (30 days after the date of publication in the *Federal Register*). (2) Applications for cities which are not now receiving TV service. As a rough rule of thumb, the Commission designated such cities as those 40 miles from the nearest TV transmitter. Processing will start for such non-TV served cities in order of population.

Line B will process, in the following order, applications for cities now receiving TV service: (1) UHF applications where no commercial VHF channels are assigned. (2) UHF applications where all commercial VHF channels are occupied. (3) Applications for cities with one TV service but no local station. (4) Applications for cities with one station and no other TV service. (5) All other applications for cities which are now getting two or more TV services.

Line C will process requests for modifications of CPs made after July 1, petitions for reconsideration, waivers of hearings, etc.

Line D will process applications

*(Continued on page 75)*

# FOUR WASTED YEARS? . . . . . An Editorial

WAS THE freeze necessary? That's the startling question which overrides all others in appraising the FCC's final Television Report, born of nearly four years' labor.

The what, why and wherefore of the Great Thaw, biggest event in broadcast annals, are recounted in these pages. The full text, which becomes the television law of the land, is published as a supplement to this issue.

In capsule, the allocations provide for 2,053 stations in 1,291 communities, including the territories. Of these 617 are VHF, 1,436 UHF. The big lament is that of an exorbitant 242-channel reservation for noncommercial educational stations, a lusty 80 are VHF—facilities that properly should be used to serve vast mass audiences, both urban and rural, rather than lie fallow, awaiting single-purpose educational occupancies which may never come. Thus, the educators get 11.8% of total assignments and 13% of the coveted VHFs.

While it's futile now to rehash the need for the freeze, it nevertheless behooves us to see where we have been and where we are going. The freeze was imposed in September 1948, when the FCC was under terrific duress. The reason given for the freeze (which was to have been of a few months duration) was something called troposphere, and how this interference was to be circumvented. The final report scarcely mentions it.

The 43-month freeze has brought certain pluses. There are wider separations and there's offset carrier operation. There are other admitted engineering refinements.

The minuses: A sell-out to the educators, who were hardly aware of TV's existence in 1948. The onslaught of politicians who recognized TV as the difference between winning and losing elections. The Klondike rush of applicants who regard a TV license *anywhere* as a modern-day Wallingford. Most important, denial of service to many millions of people.

The FCC certainly didn't need four years to emerge with a plan which, at best, still must be viewed as abortive. It provides no more service for large areas than did the 1948 report —with certain glaring exceptions. Whatever new desirable facilities that were opened up, in large part, go to educators, for service to unknown and unchecked minorities. Many important cities are left without VHF commercial facilities adequate to accommodate their minimum needs.

Certainly, when we look at what we have—after four years of gestation—it's evident that the better part of those four years were wasted. It would have been wiser to have allowed the interplay of normal forces of competition, through allocation as demand developed. That now seems to be the approach of Comr. Robert F. Jones, in his formidable, albeit bitter, dissent, but Comr. Jones right or wrong speaks too late. It's a lost cause. The Commission majority has voted. The hot breath of Congress was on the FCC's neck. It couldn't re-traverse old ground without inviting a Congressional investigation.

No matter how well-reasoned the Jones plan, it comes after the fact. In our judgment, he should have publicly proclaimed his philosophy months ago. The FCC then could have had the benefit of reactions from broadcasters, engineers and attorneys specialized in the field. And vocal members of Congress, looking to the time when TV would be available to their constituents, might have reasoned that possibly another few weeks could have been spared to reach for near-perfection. The stake is investment of uncounted millions by public and industry in what potentially is the greatest medium for mass communication in the history of man.

The fact that the FCC and its staff labored long and hard (and we do not question their integrity, zeal or indefatigability) doesn't absolve the Commission from criticism. The most regrettable phase was the complete capitulation to Comr. Frieda Hennock's campaign for education "reservations."

But the FCC isn't entirely to blame. Broadcasters, who waited until the eleventh hour, made an abysmal showing on education. Comr. Webster, in his caustic concurring opinion, is correct in severely indicting "commercial interests" for failing to make a positive showing.

Educational "reservations" were even given to a score of "applicants" who made no pleading whatever. This was done on petition of the Joint Committee on Educational Television, and comes as close to flaunting the law as is possible.

The educators get 242 reservations. It's our guess they won't use a dozen. Theoretically, these reservations are up for grabs after a year. But, if we perceive the strategy, they'll be back asking for "non-profit" status, which means they could become network affiliates and take other business, but simply would plough what normally would be profits into new stadia, libraries and stained glass windows. To do this would be to procure commercial facilities by fiat and under false colors, as against the rights of other citizens who were forced to compete.

So the TV Allocations of 1952 now are a *fait accompli*. New stations will go on the air—but the hard way. There will be attempts at litigation. The FCC feels it has buttoned up all possible legal loopholes and that the project, as a whole, cannot be enjoined. This may not be true of specific city-by-city allocations.

The Commission worked its heart out in devising these final allocations. The staff, headed by Paul Dobin, performed a super-human job, in following FCC instructions. The victor, for the moment, is Frieda Hennock and her brood of ambitious but naive educators. The public-at-large does not get the equitable allocation to which it is entitled. Many broadcasters, to some extent, because of their own lethargy, are tossed into the crucible of expensive and extensive hearings, with concomitant delays in providing the public the new services to which it is entitled.

It is thus that the destinies of arts and industries are charted—a compromise between unsound political pressures and sound engineering and economics.

# TV FILM FUTURE

## Capitalization Is Problem

UNDERCAPITALIZATION is currently a major problem for the television film industry, Dr. A. N. Goldsmith, chief consultant for RCA, said Wednesday, warning independent producers to build their industry's economic health either by selling first-run and residual rights as a package or by increasing first-run prices.

Dr. Goldsmith made his statement as luncheon speaker at a day-long quarterly forum held by the National Television Film Council in New York Wednesday. Other speakers were Edward Codel, TV director of The Katz Agency, stations representative; Carolyn Burke, NBC-TV producer; and T. R. Shearer, vice president in charge of the A. C. Nielsen Co. New York office.

Identifying independent TV film production as "the giant industry of the future," Dr. Goldsmith said that the 50,000-mile TV network expected to link the country's potential 400 VHF and 1,500 UHF stations will be serviced largely by film.

He estimated that today at least 75% of commercials and 25% of network programs—including those with top ratings—are filmed. Citing the flexibility, realism and economy of filmed programs, he said that from 50-90% of non-network scheduling is further filled by film products.

The consultant suggested that films be produced in color, to be sold for first and second showings in monochrome and, ultimately, for first and second runs in color, thus increasing the producers' profits through four-time sales in a single market.

### Hour Cost Cited

"Network connections compete with film syndication, to a degree," he admitted, quoting $30.30 as the average cost per station per hour for network lines. Film producers must meet this competition, he suggested, or at least conduct an educational campaign to explain the film cost-advantage relationship.

Advantages of film which the RCA executive listed—in addition to syndication of four residual rights for color films—included greater ease in clearing station time, achievement of animation and slow-motion effects as well as outdoor shots, chance to correct fluffs, and re-use of films for auditions, sales meetings and general product promotion. He also listed the practically of repeat showings, but warned that labor demands for repeat payments must be solved first.

Dr. Goldsmith further warned that TV films should be created for TV and its characteristics, not, in imitation of Hollywood, as feature films for theatre showings.

Questioned from the floor, he said that, to date, film cameras cannot compete with TV cameras in achieving depth of field. The RCA consultant saw three-dimensional television as a definite possibility, however, either by a vertical scanning method or by polaroid, side-by-side images seen through polaroid glasses. But three-dimensional TV should not be overemphasized, he advised, since about 45% of the public have eyes that are "low" or impaired in registering depth.

"Any show—except special events—can be done on film," Mr. Codel noted, saying that The Katz Agency has learned that all TV stations require good film programs, if only for their own spot sales. He explained that his agency does not buy, sell or syndicate films and has no plans to finance them, but it has recognized the utility of films as a device to sell time. Katz stations, he footnoted, spent over $1 million for films in 1951.

Television networks, faced with time restrictions, costs and sharing of lines in cable transmission, have also turned to film for their answer, he pointed out, saying that all four TV networks are also in the film business.

Since stations need help in selecting film, his company has supplied its representatives with catalogues of all film availabilities and has produced "Better Approach to Television Advertising," a presentation which cites advantages of celluloid: A film program can be placed on a national spot basis at 19% savings in time costs, with the stations also benefiting from their higher spot sales fees.

Mr. Codel suggested that producers, instead of attempting totally new formats on film, scout local stations that, of necessity, have developed their own shows, many of which he considers highly salable as well as audience-tested.

### Films On Art, Travel

Some programs cannot be produced live, Miss Burke, only woman listed as a TV producer at NBC, said in nominating films on art and travel as offering a great potential to the film producer. The cost of an average art film—such as "Paris 1848" or "Matisse" which Miss Burke introduced on television last fall—would be up to $6,000 a reel, she noted, a cost that could be returned not only from repeated TV showings, but subsequent distribution or sale to museums, schools, civic groups and art theatres, of which there are now some 1,500 in the United States.

The best production plan, she advised, is for 13-minutes in length with black and white films shot on 35 mm and the more expensive color films, on 16 mm. "Figures I have gathered," she reported, "show that the average 16 mm art film sells over 100 prints, and the demand is increasing. The average number of rentals for the same picture is approximately 250, and growing fast."

Public hunger for travel films was demonstrated, she noted, when a "fast, 10-second offer" of a French Tourist Office brochure—made on NBC-TV's *Vacation Wonderlands* program—resulted in an unexpected total of 8,000 audience replies. The program, attracting what Miss Burke described as a "low-brow, high-brow audience" that was just as interested in Chicago as in Paris—also held its own ratings against an opposing soap opera.

Saying that there is little new travel film to be rented, Miss Burke predicted an enormous market for it both as program film and as clips for background material.

Mr. Shearer, speaking on "Research Builds the TV Box Office," explained how the Nielsen rating is determined for TV and how it affects the film producer's business. He noted that the top program of the previous week, *I Love Lucy*, is presented on film.

# NCAA COUNCIL

## Given TV Recommendations

EXECUTIVE council of the National Collegiate Athletic Assn. last week in Chicago heard details of the television committee's recommendations for continued controlled telecasts of football this year, but declined to release them until April 22 in New York. At that time, the committee will meet for a two-day session, make its recommendations and pass them on to member institutions.

A two-thirds vote is required for passage of any one of 12 plans for control which have been studied thus far. Blackout telecasts sectionally were approved by the NCAA last year in convention with a vote of 163 to 8. The progress report in Chicago was presented to the 17-man policy group in meetings at the LaSalle Hotel April 6 and 7 by Asa Bushnell, director of the TV program this year.

The council also heard a summary of the 1951 football season attendance report conducted by the National Opinion Research Center, which was paid for by an assessment of 18% from member schools. NORC will check its preliminary survey results, and no new study will be made this season, according to NCAA Executive Secretary Walter Byers. He said the preliminary report of last fall has evolved into a conclusive summary which substantiates the report that gate attendance at games decreased in TV areas.

**TV committee members, in addition to Mr. Byers and Mr. Bushnell, are Robert Hall, Yale, chairman; J. Shober Barr, Franklin and Marshall; Jeff Coleman, Alabama; Howard Grubbs, Southwest Conference; K. L. Wilson, Big 10; E. L. Romney, Mountain States Conference; Willis Hunter, Southern California, and Reaves Peters, Big 7.**

# IERT PANEL

## Comr. Hennock to Air Educational TV Views

UTILIZATION of educational TV channels will be explored by FCC Comr. Frieda Hennock and other panelists during Ohio State U.'s 22d Institute for Education by Radio-Television at Columbus, which starts Thursday.

In the light of FCC's allocations plan, now released, this special session on educational television will command top attention Friday among educators and broadcasters gathered for the four-day conference—particularly educators.

Comr. Hennock, an outspoken proponent of reservations for noncommercial educational channels, will discuss steps which institutions and civic groups may take to obtain and use TV assignments.

Some 30 general and special interest meetings have been scheduled for the conference at the Deshler-Wallick Hotel under the direction of Dr. I. Keith Tyler, coordinator of radio activities and radio education director at Ohio State U.

In addition, a number of allied groups will meet concurrently with the Institute. Another feature of the conclave is the 16th American Exhibition of Educatonal Radio and Television Programs, whose awards are announced today (see separate story page 44).

Other panelists discussing steps which educational and civic groups should take in getting and using TV channels will be Ralph Steetle, executive director of the Joint Committee on Educational Television, Washington; George Probst, director of the radio office of the U. of Chicago; Burton Paulu, manager of KUOM, U. of Minnesota, and Seymour Krieger, counsel member of the JCET. Belmont Farley of the JCET will moderate.

Another special interest session (Sunday) will concern "Broadcasting by Government Agencies," with John Meagher, acting chief of radio, television and visual media for the State Dept., as chairman. Panel members will be Kenneth M. Gapen, assistant director of information for radio and TV stations, Dept. of Agriculture; Charter Heslep, director of AM-TV, Atomic Energy Commission; Dr. C. R. Seitz, chief of the research branch of the Human Engineering Division, Office of Naval Research, and the Rev. Daniel Power, S.J., Georgetown U.

Conference kicks off Thursday evening with a general symposium session on television programming. Participants will include commercial and educational telecasters and an FCC representative. On Saturday Comr. E. M Webster will speak on international broadcasting, and FCC Chairman Paul A. Walker will take part in a panel session on organized listener groups. Other topics previously were set [B•T, April 7].

# Thaw July 1

*(Continued from page 23)*

community and where such a community is not eligible for reassignment under the 15-mile rule; (2) assignment of a non-commercial, educational channel where no such assignment has been made in the table to the community involved; (3) assignment of a commercial channel to a community to which no commercial assignment has been made in the table.

Fifteen-mile rule permits without rule-making procedure the shifting of a channel from the community to which it is assigned in the table to another community not more than 15 miles from the first.

Educational reservations were justified on the theory that the Table of Assignments itself is a reservation of channels for specific communities.

It isn't possible to force commercial TV stations to give time to educational institutions, the Commission decided. It warned, however, that the fact or reservation does not absolve commercial stations from filling the educational needs of the community.

Educational stations must be licensed to educational institutions, or a cooperative group of such institutions, the Commission emphasized. However, if there is no such authorized institution, then a municipality running the schools of its area may be licensed, the Commission pointed out.

Requests for partial commercial operation of educational stations were rejected with finality.

### Smaller Cities Share VHF

VHF was used primarily in the large cities to give wide coverage, the FCC pointed out, but it emphasized that it did not believe large cities should receive an "undue share" of the "relatively scarce" VHF channels. Therefore, the Commission said, it made a substantial distribution of VHF channels among the smaller cities. It was apparent that cities with populations below 30,000 got UHF-only assignments.

If all VHF and UHF channels are utilized, the Commission said, "there should be few, if any, people in the U. S. residing beyond the area of TV service."

Decision on the number of channels (both VHF and UHF) to be assigned to a city was based on the following population criteria: One million or more, 6 to 10 channels; 250,000-1,000,000, 4 to 6; 50,000-250,000, 2 to 4; under 50,000, 1 or 2.

But, the Commission said, variations were made on the ground that it was more important to give each of several cities in one area at least one channel rather than to place them all in the largest city. There was also the requirement, the Commission said, to distribute channels equitably among the states. And finally, it pointed out, it tried to give every primary educational center a VHF channel.

In answer to the DuMont plan which urged that at least four VHF channels be assigned to the larger metropolitan areas in order to equalize network competition, the Commission said it could not agree to that premise.

"Healthy economic competition in the TV field will exist within the framework of the assignment plan," it said. It also stated that it was concerned that many smaller cities, under the shadow of larger cities, should have the opportunity of having their own stations rather than having to rely on a big city's coverage.

The DuMont allocation plan, which was the only one submitted as a substitution for the whole of the FCC's proposed allocation last year, was also denied on the ground that many of its assignments were below the minimum separations established.

Also denied were several requests for less than the separation minimum which held out hope that mountain walls would serve to confine signals, and thus overcome co-channel interference. The FCC majority sought to adhere to the strict technical limits in such instances.

Notion that additional channels could be squeezed in certain cities, by requiring less than maximum powers, also was turned down.

### Coverages For Stations Differ

In specifying maximum powers, the Commission pointed out that coverages would be different for each station. This reference was to the fact that the whole assignment principle is embraced in rigid adherences to separations, powers and antenna heights.

A provision in the "Third Notice" last year which would have forced stations to diminish maximum powers when interference was caused stations on adjacent channels was deleted in the final report.

Proposals made in the "Third Notice" were retained for the following: Oscillator radiation—UHF stations seven channels apart are required to be 60 miles apart (based on a receiver IF of 41.25 mc). Picture image interference—UHF stations must maintain minimum spacing of 75 miles if they are separated by 15 channels. Sound image interference—UHF stations must maintain a minimum spacing of 60 miles if they are separated by 14 channels. IF beat—UHF stations must maintain minimum spacing of 20 miles if they are separated by eight channels. Intermodulation — UHF stations must maintain minimum spacing of 20 miles if they are separated by less than six channels. Multiple interference—not recognized.

New rules and standards cannot be construed as guarantees of service, the Commission warned, but only as yardsticks. For UHF service curves (F 50, 50), the Commission decided to use 63 mc instead of the 195 mc basis it previously had used. It was believed these would give a more realistic picture

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**HAPPY** smiles follow signing of *The Cisco Kid* by Skillern's Drug Stores on WBAP-TV Fort Worth. From l to r (standing): Curly Broyles, WBAP-TV slsmn.; Harry Holcombe, natl. radio-TV dir., Grant Adv.; Harold Hough, station's dir.; Henry Finch, sls. mgr., Skillern's; (seated) Frank Skillern, sponsor's v. p.; Tom Murphy, v. p. and mgr., and W. C. Woody, v. p. and TV dir., Grant's Dallas office.

**NON-NETWORK** segment of WLWT (TV) Cincinnati's *Breakfast Party* is sold for 13 weeks to Alber's Super Markets, food chain. From l to r (standing): Herb Flaig, WLWT slsmn.; Bob Egbers, Alber's; (seated): John Murphy, TV v. p., Crosley Broadcasting Corp., and Alfred Bissmeyer, Alber's.

**GEORGIA** Tech football games for film showing next fall on WSB-TV Atlanta are arranged by Coach Bobby Dodd (seated, l) and Walter W. Gibbs, GE Supply Corp. adv. and sls. mgr., whose firm will sponsor contests. Ed Danforth (standing, l) *Atlanta Journal*, with John M. Outler Jr., WSB-AM-TV gen. mgr., join huddle.

**NEW SERIES,** *Rebound* (ABC-TV, Fri. 9-9:30 p.m. EST), premiered last month on ABC-TV owned stations with Packard Motor Car Co. signed by S. James Andrews (c), asst. to pres. in charge of radio and TV dept., Maxon Inc. [B•T, Jan 28]. Flanking him: W. Ray Baker (l), v. p., Maxon and Slocum Chapin, ABC v. p.

**EXCLUSIVE** contract for Chicago Cubs home game telecasts on WGN-TV Chicago followed this signing by James T. Gallagher (l), Cubs' bus. mgr., and Frank P. Schreiber, treas. and gen. mgr., WGN Inc. Games were carried four years by station, but this was first time exclusive rights were attained.

**THIRTEEN-WEEK** contract for *Star Hostess Party*, half-hour audience participation show, on WWJ-TV Detroit is approved by (l to r) W. P. Smith, radio-TV dir., Charles W. Hoyt Co.; Norman Hawkins, station's sls. mgr.; Jim Cottingham, adv. mgr., Stanley Home Products, the sponsor; Robert W. Mickam, Hoyt's sec., and Al Elzerman, Michigan sls. mgr. of Stanley.

**FIRST contract for the new AP television newsfilm service is signed by (l to r) Al Stine, AP executive representative; George M. Burbach, general manager, KSD-TV St. Louis, and Oliver Gramling, AP assistant general manager.**

* * *

# AP TELEVISION

## *Newsreel Scheduled on 7 Stations*

ASSOCIATED PRESS today (Monday) makes its entry into the television news field. The first of a series of daily quarter-hour TV newsreels will, if all goes off according to schedule, be delivered to seven AP member TV stations for broadcast today.

KSD-TV St. Louis, owned by the *St. Louis Post Dispatch*, was first subscriber to the new AP service. Others signed to date include WDAF-TV Kansas City *(Star)*, WBAP-TV Fort Worth *(Star-Telegram)*, WTAR-TV Norfolk *(Virginian-Pilot and Ledger-Dispatch)*, WCAU-TV Philadelphia *(Bulletin)*, WHAS-TV Louisville *(Courier-Journal* and *Times)*, WBNS-TV Columbus, Ohio *(Dispatch)*. Service is exclusive to AP members, with TV stations eligible for associate membership in AP on the same basis as radio stations have been for some years.

Describing the AP video service, Oliver Gramling, assistant general manager of AP for television and radio, who will direct its operation, said that it "will stress domestic news, enlivened and diversified by a format that includes good human interest and features as well as all the other varieties of news that can make a television screen interesting and really informative.

### Music and Sound Effects

"On news that lends itself to such treatment, we will background and explain," Mr. Gramling said. "We propose to give TV news meaning and significance—to lift it out of the category of yesterday's headlines, yesterday's newscasts. Another innovation is that much of the service will be completely scored with music and sound effects."

Announcement of the new service, made by Frank J. Starzel, AP general manager, said that to obtain the objective of a film news service "created and tailored solely for television and not as a by-product of other purposes, AP arranged for the formation of a new, specialized organization — Spotnews Productions Inc." Spotnews, in collaboration with AP offices throughout the world, will produce the AP TV service under Mr. Gramling's direction.

A privately financed corporation and not an AP subsidiary, Spotnews is headed by Theodore A. Morde, president, whose background in news, film and radio goes back to 1929. He has also seen government service as a special agent of the Military Intelligence Division, as chief of the foreign language division of the U. S. Coordinator of Information and as assistant chief of operations of the War Department's strategic services unit.

### Production Personnel

John T. Tobin, former general manager of Telenews, International News Service's video ally, is vice president of Spotnews Productions. Other production personnel include George Johnston, former president of Video Productions; F. D. Kahlenberg, former editorial director of Telenews; Tom Craven, Paramount News cameraman for 25 years; Bernard Dresner, formerly an NBC cameraman in Washington, and Louis Tumola, former March of Time cameraman.

Cameramen and correspondents in 42 states, plus representatives in the other states, Alaska, Honolulu and Puerto Rico, will supply Spotnews with its domestic coverage. Foreign News will be covered by cameramen and correspondents in 44 countries.

Spotnews production headquarters will occupy a full floor in the same building with Major Film Laboratory which will process the news film. Major Film is the video division of Consolidated Film Industries, laboratory owned by Republic Pictures Corp. Washington offices of the new company adjoin the AP newsroom in the Star Bldg.

Recalling that AP was "first in the field with news-on-film for television four years ago, but there were not enough member stations on the air at the time to support the venture," Mr. Gramling declared that "since then, no news gathering association has developed a comprehensive service designed exclusively for television use. Everything has been largely an off-shoot of the old movie house newsreel. Coverage has been spotty, with emphasis on New York, Washington, Cheesecake, free publicity film and an overbalance of foreign film of questionable age.

"Television, a potentially great news medium, deserves a service product for its exclusive use," he declared. "That is what AP is now producing. We propose to deliver a rounded service, not just a lot of footage, which is the cheapest and easiest way to do it—the way everyone else has done it to date."

Noting that Spotnews cameramen can operate with the knowledge that their films are for TV use exclusively, Mr. Gramling pointed out that the service "is flexible, with provisions for dropping sound or cutting off titles without affecting the sound tracks on the stories themselves. Stations don't have to edit, but they can edit any way they wish."

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*(Continued from page 67)*

of potential service areas. The Commission also changed UHF interference curves (F 50, 10).

Coverage and interference estimated by these charts, the Commission admonished, were for large area consideration, not for individual station predictions.

No co-channel or adjacent channel interference ratios were contained in the revised rules and standards, the FCC pointed out.

Provision encouraging the use of common antenna sites was retained in the new rules, but recommendations that this be required were turned down on the ground that such a requirement should not be imposed "without further exploration of the problem."

This is one of the plans being advanced by the aviation industry in its current campaign to impose some sort of a limit on TV antenna heights and sites [B•T, April 7, March 17]. Joint meeting of government and radio-TV and aviation representatives is planned for the near future, but has not yet been scheduled.

In setting up the three zone system, the Commission cited the population densities of the three areas: Zone I, 222.1 people per square mile; Zone II, 27.4, and Zone III, 47.8.

Single class of TV stations, instead of the community, metropolitan and rural of pre-freeze day was reaffirmed.

Plan for individual separa spacings for assignments and fo facilities was dropped. Minimum facilities spacing is the same a minimum assignment requirement, the report disclosed.

Tolerances for VHF and UH use of offset carrier, the techniqu by which stations on the sam channels can overcome co-channe interference to a great extent, wer set as plus or minus 10 kc, with kc tolerance.

The principle of the intermixture of VHF and UHF channels in the same city was upheld by the FCC It emphasized that it was necessary to treat VHF and UHF television as one service, on the assumption that someday both frequency bands would be. The Commission recalled the differences that existed before the 1948 freeze was imposed when Channels 2 to 6 and Channels 7 to 13 were considered in different bands, with the latter believed not as useful as the lower end of that band.

Ban on the use of directional antennas to "shoe-horn" another channel into a city was retained, although permission was given to use DAs to increase service.

### Experimentation Upheld

Experimentation with Stratovision and Polycasting was upheld, as it was in the "Third Notice," but commercialization of these principles was turned down. Stratovision, sponsored by Westinghouse, is a means of wide-area coverage through the use of high-flying airplanes radiating TV signals downward. Polycasting, a recommendation of consulting engineer Raymond M. Wilmotte, is a method of wide-area coverage through the use of a number of low-powered TV stations [B•T, March 31].

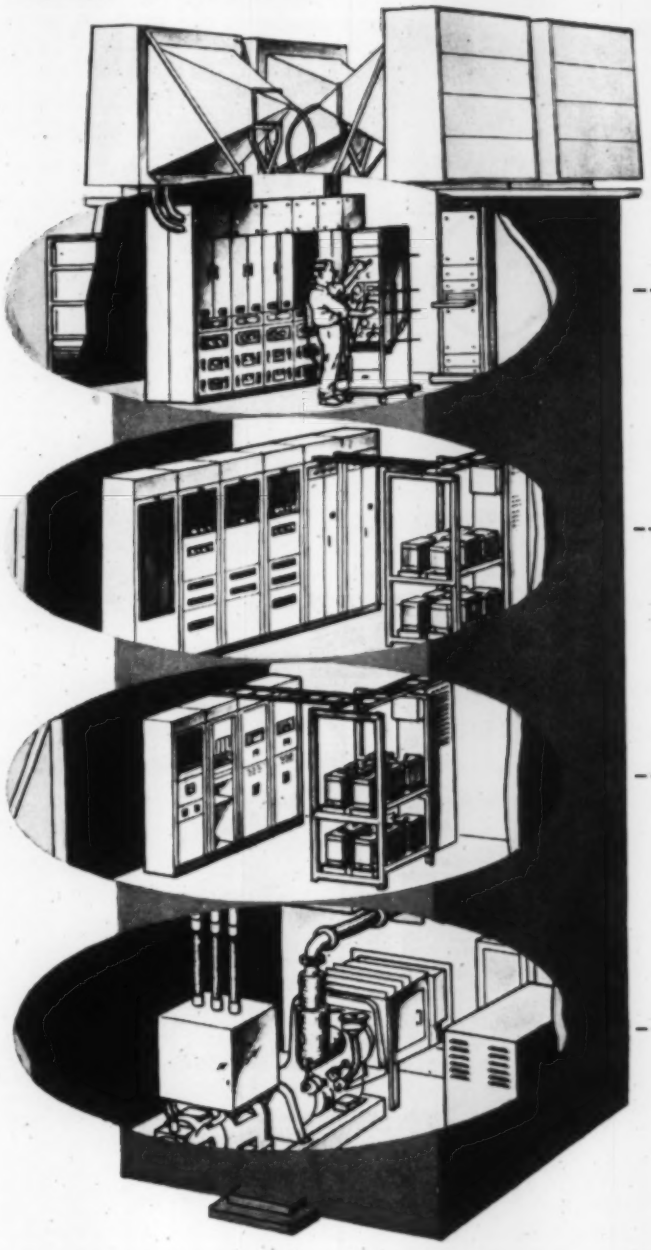
Assignments along the northern border were arrived at after conferences with Canadian officials. It enabled additional assignments to be made to some U. S. cities, the report stated. The same practice was followed along the Rio Grande with the same results, the report pointed out. It also disclosed that Mexico was not planning to use UHF for the time being.

That there will be court actions because of the Commission's rulings on some of the city-by-city recommendations seems to be a foregone conclusion. However, it was pointed out that the document is so built that they can only apply to a limited area of the country. FCC officials seemed confident that the whole allocation plan cannot be enjoined.

The final report was furnished BROADCASTING • TELECASTING a week in advance of the April 14 release date so that it could be put into type and printed in time for arrival at subscribers' addresses with the regular issue of this date. Because of advance release handling it was impossible to procure expert legal and engineering reaction to the document.

# WHAT'S INSIDE A RADIO-RELAY STATION?

Sending television signals across the country is a complicated job, requiring 123 radio-relay stations between Boston and Los Angeles. This view of a typical unattended station shows the arrangement of the apparatus which amplifies the signal and sends it on.



**ON THE ROOF**

are the lens antennas, each with its horn tapering into a waveguide which leads down to equipment in the building.

**ON THE TOP FLOOR**

the signal is amplified and sent back to another antenna on the roof. Normally unattended, the station is visited periodically for maintenance.

**ON THE THIRD FLOOR**

are power supplies for several score electron tubes.

**ON THE SECOND FLOOR**

are power supplies for additional electron tubes. Storage batteries on both floors will operate the station in an emergency for several hours, but

**ON THE GROUND FLOOR**

is an engine-driven generator which starts automatically after anything more than a brief power failure.

Anything that happens—even an opened door—is reported to the nearest attended station instantly by an automatic alarm system.

Most of this equipment is complex, and expensive. The present value of the nation-wide network, provided by the Long Lines Department of the American Telephone and Telegraph Company and the Bell Telephone Companies, is nearly $85,000,000. Yet the charges for the use of this network are low—averaging about 10 cents a mile for a half-hour program.

Providing transmission channels for the radio and television industries today and tomorrow

**BELL TELEPHONE SYSTEM**

# DuMont

PRESENTS

# UHF

*in ready-to-operate form*

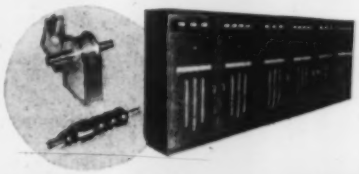
*Apply for your UHF Channel now.*

*Get on the air*

*quickly and profitably...*

# WITH DU MONT TRANSMITTERS

UHF at VHF prices! Entirely new concept in UHF transmitter design results in clean, simple, circuitry allowing easiest future power increases. Utilizes the new 5KW Klystron with independent cavities.

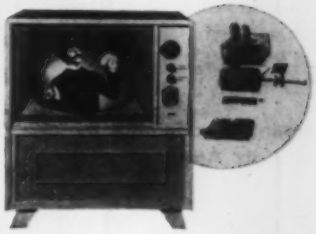


# WITH DU MONT PROGRAMS

The Du Mont network is prepared to supply nationally famous stars and shows via coaxial cable, syndicated film service, or teletranscription; the variety of programs necessary to build big audiences.

# WITH DU MONT BUILT AUDIENCE

With new Telesets designed to receive various combinations of UHF and VHF channels, Du Mont is prepared to launch an intensive promotion campaign, through local distributors and dealers, to build your UHF audience.



***See how these three Du Mont operations, working together, can help you to make your UHF station a success. Write for the free booklet "UHF—The Big New Development in Television." Find out why you can't go wrong with Du Mont.***

**DU MONT** *First with the Finest in Television*

Allen B. Du Mont Laboratories, Inc., 1500 Main Avenue, Clifton, N. J., (Dept. BTU2)

YESTERDAY
and
TODAY
in
Central Indiana
at
WFBM-TV
"First in Indiana"

•

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . .
there are

221,350

Sets in use
in WFBM-TV's
coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by
The Katz Agency Inc.

WFBM-TV

Channel
6

"First in Indiana"

# telestatus

## Pre-School 9-10 a.m. Show Proves Popular

(Report 211)

ASK the viewers, if you want the answers, assert WWJ-TV Detroit officials who are busy reading the 10,889 replies to the station's questionnaire during the second quarter of one of its 9-10 a.m. *Playschool* programs.

Braving a possible thumbs down, WWJ-TV asked viewers if they would condone a sponsor for the program, with the answers coming under the general theme, "Yes, we will approve a sponsor if it means keeping the program on the air."

Viewers gave a solid affirmative to the first question, "Do you want *Playschool* to continue?" officials said.

The yesses to the first question and the third, "Do you want *Playschool* every day?" decided WWJ-TV upon keeping the show on the air through the summer and changing the schedule to five days a week instead of the present four.

Other comments, station staffers said, included statements that the viewers hoped the sponsor would be chosen wisely since children watching would regard statements as utter truth, and several persons offered to help raise money to support the program if no sponsor was available.

Program format includes: Merri Melody, who teaches the children songs; Midge, who brings cartoons; Eko, the pixie-like artist who sketches as the Story Spinner tells his tales; Lady Dooit, whose Magic Workshop of things to make appeals to both mothers and children; and the Magic Fairy and the Busy Buzzy Bee, who whirl through the program as transition effects. WWJ-TV's Walt Koste is producer.

* * *

## 'Lucy', 'Talent Scouts' Top Videodex Ratings

Videodex ratings of top ten TV network shows for March 1952 were released last week as follows:

| | | |
|---|---|---|
| 1. | I Love Lucy (CBS-TV) | 45.6 |
| 2. | Talent Scouts (CBS-TV) | 44.6 |
| 3. | Texaco Star Theatre (NBC-TV) | 43.3 |
| 4. | Red Skelton (NBC-TV) | 42.9 |
| 5. | You Bet Your Life (NBC-TV) | 42.1 |
| 6. | Your Show of Shows (NBC-TV) | 36.3 |
| 7. | Comedy Hour (NBC-TV) | 36.1 |
| 8. | Fireside Theatre (NBC-TV) | 36.0 |
| 9. | Godfrey & Friends (CBS-TV) | 32.5 |
| 10. | Pabst Blue Ribbon Bouts (CBS-TV) | 32.0 |

* * *

## Film Editing Is Aided By Camera Control

NEW automatic camera control system which can reduce cutting time on a TV film from five days to one day has been successfully tested at Filmcraft Productions, Hollywood, Isidore Lindenbaum, president, has revealed.

Invented and developed by Ferenz Fodor, production supervisor at the studio which films NBC-TV's *You Bet Your Life* with Groucho Marx, the patented system has completed eight weeks of tests. It can control eight motion picture cameras at once so that one technician can start and stop all of them from one control room, the inventor said.

It is estimated that time of editing and synchronizing the film of eight cameras can be cut down 75 to 80%, resulting in a great reduction in film.

* * *

## Single-Channel City Viewing Studied by G-P

WHAT amount of viewing is there on Saturday in a single-channel city?

This was the subject of a study by Guide-Post Research which surveyed 1,200 families in Pittsburgh March 8. Only TV station in that city is WDTV (TV).

Guide-Post results showed that 93% of the set owners had their sets on sometime during the day (9:30 a.m. to midnight); 92½% tuned in WDTV sometime during the day and that 6½% had an out-of-town station on sometime during the day.

Average morning program, it

*(Continued on page 74)*

## Weekly Television Summary—April 14, 1952—TELECASTING Survey

| City | Outlets On Air | Sets in Area |
|---|---|---|
| Albuquerque | KOB-TV | 14,400 |
| Ames | WOI-TV | 88,106 |
| Atlanta | WAGA-TV, WSB-TV, WLTV | 185,000 |
| Baltimore | WAAM, WBAL-TV, WMAR-TV | 372,937 |
| Binghamton | WNBF-TV | 60,000 |
| Birmingham | WAFM-TV, WBRC-TV | 90,000 |
| Bloomington | WTTV | 142,000 |
| Boston | WBZ-TV, WNAC-TV | 873,761 |
| Buffalo | WBEN-TV | 258,940 |
| Charlotte | WBTV | 138,999 |
| Chicago | WBKB, WENR-TV, WGN-TV, WNBQ | 1,116,386 |
| Cincinnati | WCPO-TV, WKRC-TV, WLWT | 342,000 |
| Cleveland | WEWS, WNBK, WXEL | 605,329 |
| Columbus | WBNS-TV, WLWC, WTVN | 222,900 |
| Dallas-Ft. Worth | KRLD-TV, WFAA-TV, WBAP-TV | 160,415 |
| Davenport | WOC-TV | 96,000 |
| Quad Cities | Include Davenport, Moline, Rock Isa., E. Moline | |
| Dayton | WHIO-TV, WLWD | 230,000 |
| Detroit | WJBK-TV, WWJ-TV, WXYZ-TV | 750,000 |
| Erie | WICU | 162,384 |
| Ft. Worth-Dallas | WBAP-TV, KRLD-TV, WFAA-TV | 160,415 |
| Grand Rapids | WOOD-TV | 217,081 |
| Greensboro | WFMY-TV | 109,947 |
| Houston | KPRC-TV | 127,500 |
| Huntington-Charleston | WSAZ-TV | 80,350 |
| Indianapolis | WFBM-TV | 221,350 |
| Jacksonville | WMBR-TV | 55,000 |
| Johnstown | WJAC-TV | 144,116 |
| Kalamazoo | WKZO-TV | 185,140 |
| Kansas City | WDAF-TV | 195,674 |
| Lancaster | WGAL-TV | 143,186 |
| Lansing | WJIM-TV | 85,000 |
| Los Angeles | KECA-TV, KHJ-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV | 1,232,000 |
| Louisville | WAVE-TV, WHAS-TV | 146,181 |
| Matamoros (Mexico)-Brownsville, Tex. | XELD-TV | 19,200 |
| Memphis | WMCT | 123,020 |
| Miami | WTVJ | 113,000 |
| Milwaukee | WTMJ-TV | 320,945 |
| Minn.-St. Paul | KSTP-TV, WTCN-TV | 318,200 |
| Nashville | WSM-TV | 68,418 |
| New Haven | WNHC-TV | 250,000 |
| New Orleans | WDSU-TV | 85,359 |
| New York | WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX | 3,059,400 |
| Newark | WATV | |
| Norfolk | WTAR-TV | 112,543 |
| Oklahoma City | WKY-TV | 121,014 |
| Omaha | KMTV, WOW-TV | 125,857 |
| Philadelphia | WCAU-TV, WFIL-TV, WPTZ | 1,021,966 |
| Phoenix | KPHO-TV | 55,100 |
| Pittsburgh | WDTV | 389,000 |
| Providence | WJAR-TV | 205,000 |
| Richmond | WTVR | 118,860 |
| Rochester | WHAM-TV | 138,000 |
| Rock Island | WHBF-TV | 91,563 |
| Quad Cities | Include Davenport, Moline, Rock Isa., E. Moline | |
| Salt Lake City | KDYL-TV, KSL-TV | 75,900 |
| San Antonio | KEYL, WOAI-TV | 73,373 |
| San Diego | KFMB-TV | 130,000 |
| San Francisco | KGO-TV, KPIX, KRON-TV | 348,500 |
| Schenectady-Albany-Troy | WRGB | 202,800 |
| Seattle | KING-TV | 135,200 |
| St. Louis | KSD-TV | 382,000 |
| Syracuse | WHEN, WSYR-TV | 171,126 |
| Toledo | WSPD-TV | 158,000 |
| Tulsa | KOTV | 111,971 |
| Utica-Rome | WKTV | 70,000 |
| Washington | WMAL-TV, WNBW, WTOP-TV, WTTG | 344,004 |
| Wilmington | WDEL-TV | 100,438 |

Total Markets on Air 64* | Stations on Air 109* | Estimated Sets in use 16,785,044

* Includes XELD-TV Matamoros, Mexico.

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

# LEADERSHIP

**Weekly Quarter-Hour Firsts***

| WMAR-TV | Station A | Station B |
|---|---|---|
| 11:00 A.M. to 6:00 P.M. | | |
| 86 | 60 | 46 |
| 6:00 P.M. to 11:00 P.M. | | |
| 79 | 49 | 12 |
| TOTAL 165 | 109 | 58 |

**IN MARYLAND**

**MOST PEOPLE**

**WATCH**

**WMAR-TV**

Of the week's 332 quarter-hours when all three Baltimore television stations are on the air, ratings show WMAR-TV leading in 165 segments—approximately as many as the total for both other Baltimore stations.

*According to March ARB during daily 12 hr. period all three stations broadcast.

**WMAR-TV**

SUNPAPERS TELEVISION

CHANNEL 2 ★ BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO • CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

## Telestatus

*(Continued from page 72)*

was shown, reached 33% of the TV homes, the average afternoon program reached 43% and the average evening program reached 56%.

* * *

### 'Bob & Ray' Revised For 'Average Listener'

IN ORDER to revamp and revise the format of its *Bob & Ray Show* on NBC radio, Colgate-Palmolive-Peet Co. made a survey to determine habits and characteristics of the average daytime listener.

Material gathered by the C-P-P Market Research Dept.'s Consumer Institute revealed that 8,000 samples show the average listener to be a housewife, between 30 and 34 years old, married to a factory worker for about 11 years, with an annual income of $3,683 to $5,542, and with two children, six and 14 years old. The family has its own home, with a mortgage.

"As a result of the survey the format of the *Bob & Ray Show* was changed and is turning out successfully," Leslie Harris, director of radio and TV for C-P-P, told BROADCASTING • TELECASTING.

**Regarding other habits and ways of life of the average listener, the survey showed that she is mainly interested in her children and her home, although national and local affairs interest her more than in the past. She is also more concerned about religion than before World War I.**

**She buys four dresses a year, wears very little make-up, and has a permanent once a year.**

**She reads her local newspaper, subscribes to one magazine and reads one book a year.**

**She and her husband do not discuss world affairs very much. Her main concern is his health and what she can do to help him progress to a better-paying job.**

**The family eats well, but not lavishly.**

**She is not very sophisticated, and her sense of humor is not attuned to smart jokes.**

**If she likes audience participation shows, the chances are she does not care very much for daytime drama. She has never seen a Broadway show, but if she had her choice it would be "South Pacific."**

* * *

### Pulse Inc. Survey Compares Top Ten

TOP TEN network TV programs, including once-a-week and multi-weekly shows, surveyed week of March 1-7 are shown by Pulse Inc., as follows:

| | Program Average Rating | |
|---|---|---|
| **Once a Week Shows** | **Mar.** | **Feb.** |
| President Truman | 40.6 | |
| Texaco Star Theatre (NBC) | 40.4 | 38.4 |
| Godfrey's Talent Scouts (CBS) | 38.1 | 39.4 |
| Your Show of Shows (NBC) | 36.9 | 35.5 |
| I Love Lucy (CBS) | 36.8 | 34.0 |
| Red Skelton (NBC) | 36.5 | 35.2 |
| You Bet Your Life (NBC) | 32.6 | 32.2 |
| Godfrey and His Friends (CBS) | 31.8 | 33.9 |
| Fireside Theatre (NBC) | 31.7 | 31.2 |
| TV Playhouse (NBC) | 30.4 | 29.8 |
| **Multi-Weekly Shows** | **Mar.** | **Feb.** |
| Howdy Doody (NBC) | 16.2 | 16.7 |
| Kate Smith (NBC) | 14.1 | 13.7 |
| Camel News Caravan (NBC) | 13.6 | 13.1 |
| Perry Como (CBS) | 13.5 | 12.5 |
| Dinah Shore (NBC) | 12.0 | 12.5 |
| The Goldbergs (NBC) | 11.8 | 15.3 |
| Kukla, Fran & Ollie (NBC) | 11.2 | 11.3 |
| Those Two (NBC) | 10.9 | 10.0 |
| CBS-TV News (CBS) | 10.7 | 10.3 |
| The Stork Club (CBS) | 9.8 | 9.6 |

* * *

### Program Type Trend Studied by Pulse

TV PROGRAM trends by types according to number of quarter-hours and average rating, taken from the Multi-Market Telepulse for the week of March 1-7, have been released by Pulse Inc., New York, as follows:

| | No. of ¼ Hrs. | Avg. Rtg. |
|---|---|---|
| Quiz-Audience Participation | 103 | 8.2 |
| Daytime Variety | 101 | 6.3 |
| Drama and Mysteries | 92 | 16.9 |
| Kid Shows | 73 | 10.3 |
| News | 63 | 4.5 |
| Musical Variety | 61 | 7.6 |
| Comedy Variety | 55 | 23.6 |
| Interviews | 39 | 6.0 |
| Comedy Situations | 27 | 16.4 |
| Forums, Discussion | 27 | 4.3 |
| Serial Stories | 25 | 6.2 |
| Wrestling | 18 | 8.0 |
| Talent | 17 | 16.4 |
| Religion | 12 | 2.2 |
| Basketball | 8 | 13.0 |
| Boxing | 8 | 27.8 |
| Educational | 8 | 4.3 |
| Music | 8 | 5.1 |
| Film Shorts | 6 | 3.6 |
| Homemaking Service | 6 | 3.2 |
| Westerns | 6 | 20.0 |
| Feature Films | 4 | 9.5 |
| President Truman | 2 | 40.6 |
| Sports News | 2 | 3.3 |
| Miscellaneous | 2 | 7.7 |
| Total | 733 | |

# COMMUNITY TV

### Palm Springs Under W

INSTALLATION of International Telemeter Corp. community ante na system is underway to brin television to the mountain-range desert community of Palm Spring Calif.

The city council had granted IT a 50-year exclusive franchise la last month.

How progress of the ITC syste will affect plans of Howard-Ya Inc., who recently applied for FC permission to build a relay-typ station to boost signals from a Los Angeles stations [B•T, Marc 31], is not known. Howard-Ya plans to scramble its pictures an service subscribers through a de coding device.

The ITC system consists of a mountain top master antenna an coaxial cable connections to town Cost will be $100,000, according t Carl Lesserman, ITC vice presiden [B•T, March 3]. It will bring t viewers in the California deser resort programs from all seven Lo Angeles stations—110 miles away

Subscribers to the community antenna system will pay about $15 for installation and $4 a month service charge.

The ITC system also will tes pay-as-you-see scrambled picture service. Arrangements have been made with three Palm Springs theatres to feed feature films in scrambled form over the system. Subscribers pay through coin-box attached to their sets. The fee will be regular theatre admission price of which ITC will keep a small portion, the rest going to theatre owners.

Pay-as-you-see service will use Channel 6( 82-88 mc), unassigned to Los Angeles TV outlets. ITC is half-owned by Paramount Pictures Corp.

In the meantime, a community antenna project is being discussed for Ocala, Fla. It would be built by R. M. Chamberlain, president and general manager of WGGG Gainsville, and Regge Martin, associated with WTTT Coral Gables. Messrs. Chamberlain and Martin have presented a proposal to install the master antenna system to the Ocala city council.

Mr. Martin said community TV service is now in successful use in 30 to 40 towns and cities. Installation would run about $135, Mr. Martin said, with a monthly service fee about $4.

### Builders Show Pact

WLWT (TV) Cincinnati has announced an exclusive contract with the Cincinnati Home Builders Show Assn. for promotion of the Home Builders Show to be presented April 19-27 at the Cincinnati Gardens.

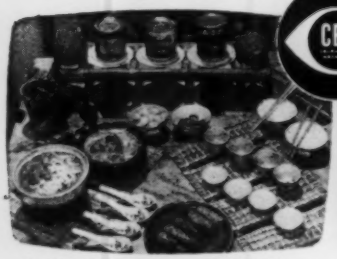
ALL RAYTHEON Mfg. Co. operations except TV showed larger sales and profits in third quarter report of firm's Waltham, Mass., plant. Net profit after taxes for quarter ending Feb. 29 was $408,000 on $28,698,000 sales.

# you can see the difference on WBNS-TV

Central Ohio's only TV station with complete art facilities, WBNS-TV offers a commercial art department equipped to do an inspired art job from beginning to end.

Progressive and versatile in every respect, its functions include planning and developing commercial slides, creating sets and TV effects, graphic art, brush work, silk screening, paper maches, set construction and rendering . . thorough development of an idea from its conception to its completion.

Yes, you can undoubtedly SEE the difference in art and photography results on WBNS-TV.



**Jean's Kitchen Fair** . . . . 10:45 daily . . . an excellent program where full facilities of art and photography are used in presenting effective commercial messages with slides, films, set arrangements, etc.

**WBNS-TV's** own photographic studio and laboratory guarantees uniform and exacting conversion of various forms of art work, layouts, typesetting, etc., into slides, Balops and Camera Cards; producing the utmost in production techniques.

wbns-tv COLUMBUS, OHIO CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street
REPRESENTED BY BLAIR TV

## TV Applications

*(Continued from page 65)*

to change facilities of existing stations (except the 30 forced to change frequencies), license applications by existing stations, etc. The Commission stated that Line D will not start functioning until Nov. 1 at the earliest.

Non-commercial, educational applications and those from the territories will be processed in the order received immediately after July 1.

The Commission also announced that all TV applications in hearing status have been removed from such classification.

The new procedures also call for all pending applicants to submit completely new applications. Among the revisions of Application Form 301, which are largely technical to incorporate the new standards, is the requirement for program plans. Up to now, TV applicants were not required to submit program plans with their applications.

Pending applications which are not completely resubmitted will be dismissed, the Commission stated. Only exception is when duplication of some exhibits would prove an "undue hardship."

Applications in Processing Line A will be checked against applications in Line B for conflicts regarding transmitter-to-transmitter spacings. It therefore behooves all applicants to get their applications on file within the 78-day period before July 1, it was pointed out. Otherwise, an applicant in Line B is likely to find that his antenna site will conflict with that of an application granted in Line A, and he will be required to pick another site.

Where two applications are found to be in conflict, they will be set for hearing. If the conflict is resolved, the application with the higher priority will be processed, while the application with the lower priority will go back into its proper place in its processing line.

The Commission also called attention to present rules which require that an application must be filed at least one full day before Commission action on another application in order for the former to be considered in conflict with the latter. It also pointed out that a new application must be filed at least 20 days before the date of a hearing in order to be consolidated in the hearing with the other applications.

## UNION MERGER

### AFRA-TVA Fusion Foreseen

MERGER of at least two entertainment unions—American Federation of Radio Artists and Television Authority—was a certainty for this summer as a result of membership vote announced last week.

Results of the balloting, conducted by mail throughout March, showed that 1,254 TVA members were for the merger, while 269 were opposed. Among radio artists, 2,213 favored unification while 79 did not. Voters also approved a constitution for merger of the unions, which would become the American Federation of Television and Radio Artists.

National polling was conducted, as planned at the TVA convention in New York last December, as an alternative to an over-all merger with three other talent unions, scheduled with a July 1 deadline. The other unions are Actors and Chorus Equity Assns., American Guild of Musical Artists and American Guild of Variety Artists. All are members of Associated Actors & Artistes of America (AFL).

Early this year, all entertainment unions—on record as favoring total merger but unable, among themselves, to effect it—approved a study for total unifications to be conducted by the Institute of Industrial Relations at the U. of California at Los Angeles and the School of Industrial & Labor Relations at Cornell U. The educators volunteered to study feasibility and means for total merger, to report to AAAA members in time for them to vote on it by July 1. TVA, previously invited to form an all-broadcasting union by AFRA, served notice that unless total merger is accomplished by July, it would unite with the radio group.

## P&G REVIEWS SHOWS

### Chicago Kinescopes Viewed

REPRESENTATIVES of Procter & Gamble visited Chicago last week to see kinescope auditions of *Welcome Travelers*, which P&G sponsors five mornings weekly on NBC. The kines were cut at NBC headquarters and were filmed at NBC Merchandise Mart headquarters as two quarter-hour and one half-hour films.

AM principals are expected to handle the TV show also, among them being emcee Tommy Bartlett, Bob Cunningham, director; Myron Golden, producer, and Les Lear, manager. AM sponsors are Lava, Spic-N-Span, Joy and Prell. Although the show is proposed now as a five-a-week afternoon show, the network is also considering a simulcast.

Alex Drier, NBC network commentator from Chicago, last week put his own news-feature package, *Man on the Go*, on kinescope for prospective client auditions. Designed as a once-weekly half-hour network show, the program features Mr. Drier in a narrative and dramatic format discussing news trends, features and human interest stories.

**The tube that puzzled the experts**

Ever stop to figure how RCA puts this tube together? It's quite a trick. And it was also quite a trick to design an air-cooled triode that could take 1800 watts input—*in a glass envelope no bigger than a cookie jar.*

The RCA-833A and its predecessor, the 833, have served broadcasters faithfully for more than 14 years. Today the tube is used in practically every 1-kw AM transmitter in the country. And by the way, RCA-833A's now cost you less than 60% of what they did originally.

***For fast tube service, call your local RCA Tube Distributor!***

**RADIO CORPORATION of AMERICA**
**ELECTRON TUBES HARRISON, N.J.**

KFMB
TV
Channel-8

SAN DIEGO'S
1st and Only
TELEVISION STATION
blankets
CALIFORNIA'S
THIRD MARKET

1951 General
Business Activity
in the
San Diego Market
maintained a level
20% HIGHER
than in 1950
. . . this was
reflected in
PRODUCTION,
EMPLOYMENT,
FINANCES and
RETAIL SALES.

Wise Buyers
Buy-
KFMB
For
More
Business!
KFMB-TV
Channel-8
KFMB-AM
550 - K.C.
John A. Kennedy, owner
Howard L. Chernoff, Gen. Mgr.
Represented by The Branham Co.

# FCC ATTORNEYS

## Three More Leave Staff

FCC lost three attorneys last week. A. Harry Becker, chief of the Administrative Law Branch, Office of the General Counsel, resigned to open his own office. Howard J. Schellenberg Jr., attorney in New & Aural Facilities Division, and Leonidas P. B. Emerson, attorney in the Renewal & Transfer Division, Broadcast Bureau, resigned to join the newly formed law firms of Haley & Doty and McKenna & Wilkinson respectively.

Mr. Becker

Washington radio law firm of Haley, McKenna & Wilkinson becomes two separate organizations April 15. Andrew G. Haley and Dwight D. Doty, with Mr. Schellenberg, form Haley & Doty. James A. McKenna Jr. and Vernon L. Wilkinson, with Mr. Emerson, become McKenna & Wilkinson. Both firms will remain for the time being at their present address, Duryea Bldg. on Connecticut Avenue.

Meanwhile, Edward P. Morgan, of Welch, Mott & Morgan, resigned as director of enforcement for the Office of Price Stabilization and returned this week to his private practice. He has been with OPS since February 1951.

Mr. Becker ended 18 years of service with the FCC with the opening of his own office in Room 1116 Ring Bldg. He joined the Commission in 1941, was chief of the Law Department's Chicago office from 1942 to 1945. During his FCC career, Mr. Becker acted as Commission counsel in such notable cases as Clear Channel hearing, in 1946; Daytime Skywave, in 1946; rule making on 30 kc separation, in 1947; WMIE Miami, in 1949-50. Mr. Becker was graduated from Marquette U. Law School in 1934, worked for the Securities and Exchange Commission and the Federal Power Commission before joining the FCC.

Prior to his OPS tenure, Mr. Morgan served as counsel for the Senate Foreign Relations (Tydings) subcommittee looking into communists in government. Before joining Messrs. Welch and Mott in 1947, Mr. Morgan was with the General Accounting Office and the FBI.

## Benton-McCarthy Spat

IN THE continuing spat between Sen. William Benton (D-Conn.) and Sen. Joseph R. McCarthy (R-Wis.), the Wisconsonite last week criticized Sen. Benton's use of TV in his 1950 campaign. Sen. McCarthy introduced a resolution asking for a Senate probe of Sen. Benton, naming as one of six areas of inquiry: "The use by Benton of fake television portrayals of Benton during his 1950 campaign."

**PANEL members who discussed "The Problems of Television Rating Services" at the 34th annual meeting of the American Assn. of Advertising Agencies [B•T, April 7] were (l to r) Herbert A. Vitriol, Grey Adv.; Charles A. Pooler, Benton & Bowles; Lyndon O. Brown, Dancer-Fitzgerald-Sample, and Fred B. Manchee, Batten, Barton, Durstine & Osborn, panel leader.**

# UTP PACKAGE SALES

## Announced for 7 Markets

UNITED Television Programs recorded sales of four video film packages in seven more markets last week, according to Aaron Beckwith, UTP sales director.

*Hollywood Off-Beat*, a half-hour private detective series starring Melvin Douglas, will start on WXYZ-TV Detroit April 29 for the Evans-Beckwith Carpet Co. and on KFMB-TV San Diego this week.

Quarter-hour sports interviews, conducted by Leo Durocher and his wife, Laraine Day, *Double Play With Durocher and Day*, starts on WNAC-TV Boston April 26 and, for the Fedders-Quigan Corp., on WMBR-TV Jacksonville as of May 7. On the market little more than six weeks, the sports program has been sold in 16 markets so far, Mr. Beckwith reported.

*Royal Playhouse*, which won honors for the best film series of 1951 when it was presented as *Fireside Theatre*, was added by WOC-TV Davenport, where Ford dealers will sponsor.

Anticipating the end of the TV station freeze, UTP is the first film distributor to start contacting possible new stations, Mr. Beckwith claimed. Many sponsors anxious to get top time franchises are already lining up in some markets, he said.

## Montgomery Testifies

ROBERT MONTGOMERY, radio news commentator and NBC TV producer, testified before the House Agriculture Committee last week. He was called to explain where he got the information with which he attacked in news broadcasts the government's $125 million dollar campaign against foot-and-mouth disease (prevalent among cattle in Mexico). Mr. Montgomery acquitted himself well in the opinion of observers by countering questions with queries of his own. At the hearing's close, Rep. August Andresen (R-Minn.) said "this hearing will not be a total loss. Where you had 15 million listeners you'll now have 75 million."

# DETROIT TO LANSING

## Microwave Link Planned

PLAN to erect a microwave TV radio-relay link between Detroit and Lansing to provide one northbound channel to Lansing was revealed in an application filed last Tuesday by AT&T with the FCC.

The link will require two intermediate amplifying stations between the cities and will cost $250,000. If the FCC approves the request promptly, AT&T expects to have its link in operation by late summer.

WJIM-TV, the only TV outlet in Lansing, now is interconnected with the four TV networks but uses a privately-owned microwave system which connects with Bell facilities in Detroit.

## Peterson to CBS-TV

EDGAR PETERSON, original producer of *Pulitzer Prize Playhouse* and more recently producer-director of the *Faye Emerson Show*, has been named manager of the CBS-TV story and script department, effective today (Monday). The former motion picture production aide to Dore Schary, David Selznick and Frank Capra will report to William Dozier, former CBS-TV script manager recently named executive producer of dramatic shows.

## WTOP-TV's Thanks

RETURN by WTOP-TV Washington of the CBS-TV *Songs for Sale* with Steve Allen to the air after being dropped a month was accompanied by so many "thank you" letters from appreciative viewers that the station in a series this week will air its own thank yous, using names of letter writers. Lloyd Dennis, director of program service, said the 9:30-11 p.m. EST Saturday telecast was returned after a flood of letters and post cards, and called the station's response to the writers "television democracy."

# JUSTICE PROBE

## RCA Opposes Subpoena

RCA asked the U. S. Court for the Southern District of New York last week to withdraw or modify the subpoena issued to the manufacturing company in the anti-trust probe launched by the Justice Dept. in the electronics industry six weeks ago [B•T, March 5].

Deadline for the Justice Dept. to answer the motion, originally set for today (Monday), was extended a week with RCA consent. The motion was filed Tuesday by the law firm of Cahill, Gordon, Zachry & Reindel, RCA counsel.

The action, considered the normal way to counteract a subpoena, charged that the federal request for voluminous company records, correspondence and other documents—some dating back to 1934—pertaining to electronics manufacture—was "too broad, unreasonable and oppressive," spokesmen for the law firm said Thursday.

An additional part of the motion charged that that part of the subpoena relating to RCA licensing had previously been adjudicated in the 1932 consent decree in the Delaware courts. When the office of the Attorney General tried to reopen that case in 1942, the motion said, the court held that the case was closed. A subsequent federal appeal to the U. S. Supreme Court was dismissed before hearing.

RCA was the only manufacturer among those served—virtually all the nation's major producers of AM, FM or television transmitting and receiving equipment—who by late last week had taken legal steps to eliminate or change the court order, a spokesman for the anti-trust division indicated.

The subpoenaes were served in late February to start what was described as an industry-wide investigation of possible anti-trust law violations. Those served were instructed to deliver masses of company records to the New York court on May 12, for study and consideration by a grand jury. Actual charges could be lowered only at grand jury request upon completion of its closed-door investigation, a matter that might take months.

List of manufacturers known to have been subpoenaed, or presumed to have been since the investigation was to be industrywide—included RCA, whose activities were singled out as a specific subject upon which certain information was demanded, and CBS, General Electric, Westinghouse, Philco, Hazeltine Corp., International Telephone & Telegraph Co., Zenith, and DuMont.

# AFA CONVENTION

## Includes TV Session

ADVERTISING Federation of America's convention session on television, based on the theme "Television Takes Stock of the Future" [B•T, March 17], will be conducted by Eugene S. Thomas, vice president of George P. Hollingbery Co., station representation firm, it was announced last week. The annual convention will be held June 8-11 in New York.

Speakers for the TV session, slated for the morning of June 11, have not been announced.

"What's Ahead for Advertising and Marketing?" is scheduled topic for the June 9 morning meeting, featuring a survey report by Arno Johnson, vice president of J. Walter Thompson Co., followed by a panel discussion. Panel leader will be Stuart Peabody, assistant vice president in charge of advertising, The Borden Co., with members including Marion Harper Jr., president of McCann-Erickson; Ben Duffy, president of BBDO, and a national advertiser, to be announced.

AFA award to its annual high school essay contest will be made at luncheon the same day by Thomas Brophy, Kenyon & Eckhardt board chairman and chairman of the board of judges.

# NBC AFFILIATES

## Resist New Spot Plan

NBC-TV reportedly was encountering affiliates' resistance last week to a plan to sell the four half-hourly 35-to-60 second weather reports on its *Today* morning show, charge the sponsor for the equivalent of a five-minute segment and pay affiliates one-third of the 15-minute rate.

The proposed sponsor is Armour & Co., which under the plan would get a brief mention of its Dial soap before each weather report and a 15-second commercial afterward. The network pointed out to its affiliates that this adds up to approximately four minutes of program and one minute of commercial time daily.

NBC-TV spokesmen had no immediate comment on affiliates' reaction, but it was known that some stations were contending the plan would put the network into the "spot carrier" business with less remuneration to the stations than if they themselves sold the announcements.

The program is seen 7-9 a.m. EST and CST, Monday through Friday, and features Dave Garroway, who is sponsored by Armour on NBC radio.

# TV Talent Search

GEORGE FOLEY Inc., producer of ABC-TV's science-fiction *Tales of Tomorrow*, began a "Star of Tomorrow" talent search last week in effort to find new TV talent from among women, 20 to 25 years old, who have never been cast in video roles. Final winner of nightly auditions will be selected April 30 by Charles Underhill, ABC-TV programming head; Jessica Landau, Universal Pictures' Eastern talent supervisor; actor Thomas Mitchell, and a Broadway producer. Winner to be starred in *Tales of Tomorrow* May 9 and be screen tested by Universal Pictures.


**In MARCH an agency executive wrote about a WGN-TV program:**

*"I have consistently watched our participation with a very critical attitude, and all I have ever come up with was... Praise, sincerely and copiously, for the fine job you are doing."*

• • •

**Follow the lead of advertisers who know... get the most for your advertising dollar by buying WGN-TV in Chicago. Check your WGN-TV representative for choice availabilities.**

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

# OPERATING COSTS

## Herold of RCA Issues Study

DETAILED analysis of TV station operating costs, broken down by size of station, has been prepared by Joe Herold, TV station planning consultant for RCA's engineering products department. Actual stations, now in operation, were studied and their averages were used as the basis for the study.

★

Not only has Mr. Herold listed typical salary requirements, department-by-department, for four major classifications of station, but also he has considered transmitter operating costs, rent, depreciation, insurance and even the amount of floor space needed for various departments in each class of station.

A typical station with a 2 kw transmitter, without a live studio and using network, film and slide programming, has total yearly operating expense of $184,048. Its personnel numbers 22, and the station needs 2,624 sq. ft. of floor space. Technical expense for such a station is $40,140; program expense runs about $64,180; sales expense is about $24,700, and administrative and general expenses are about $55,028.

A station with a 10 kw transmitter has 31 employes, needs 6,260 sq. ft. of floor space and has total yearly operating expense of $274,718. A breakdown of departmental expenses shows about $65,268 for technical expense, $103,350 for program expense, $28,720 for sales expense and $77,380 for administrative and general expense. Such a station uses network, film and slide programming, in addition to one live studio.

A station with a 20 kw transmitter has yearly operating expenses of about $444,632 and 50 employes. It needs at least 15,835 sq. ft. of floor space. These stations spend about $116,144 on technical expense, $186,480 on program expense, $34,700 on sales expense and $107,308 on administrative and general expenses. It uses network, slide and film programming, has a live studio and also handles remotes.

The station operating with maximum ERP uses network, film and slide programming, has two or more live studios and remote equipment, plus a master control room. Its total yearly operating expense is $618,882 and it has 70 employes. Technical expense is about $160,725, program expense is $222,312, sales expense is $65,800 and general and administrative expense is $166,045.

Also included are comparison tables showing at a glance statistics for all four major groups of stations.

Average Class "A" time rates per hour and minute vary from $225 an hour and $27.50 a minute for a 12,000-receiver market, $400 an hour and $75 a minute for a 100,000-receiver market, to $1,500 an hour and $300 a minute for a 1,775,000-receiver market and $3,000 an hour and $550 a minute for a 3,000,000-receiver market.

The report is concluded with a breakdown of responsibilities for the usual TV station operating personnel.


Washington Watches Movies

FOOTLIGHT THEATRE
6-6:40 p.m.
Monday thru Friday
Featuring Western films, "Footlight Theatre" consistently captures top ratings in this time period. March ARB survey shows a cumulative rating of 39.0.
PARTICIPATIONS NOW AVAILABLE ON WEDNESDAY ONLY

Watch Washington

Latest figures show that there are 334,004 television sets operating in the Washington Metropolitan Area . . . and other late figures indicate that the per family income in the area is over $6,500 . . . what a combination . . . especially when you add WNBW to it!

wnbw
Channel 4

NBC Television in Washington

Represented by NBC Spot Sales


## TV PRIORITY

### St. Louis Wants From FCC

ST. LOUIS Board of Aldermen has asked the FCC that St. Louis be given first priority when the TV freeze is lifted and the Commission begins processing applications. In a resolution adopted April 4, the Aldermen asked that the city's TV applicants be given an early hearing so that new stations can be built and put on the air at the earliest date.

The resolution called attention to the fact that St. Louis viewers are "in a more adverse position with respect to television . . . than the residents of the 10 principal metropolitan areas of the United States. . . . The St. Louis area contains the largest concentration of receivers (372,000) in the United States having only a single service available." The Aldermen credited the city's only TV station, KSD-TV, with performing "a marvelous job."

Owner of KSD-TV, the *St. Louis Post-Dispatch* editorially endorsed the Aldermen's request that the FCC "give early consideration" to the city's applicants.

Meanwhile, on April 6, the *St. Louis Globe-Democrat*, which owns a minority interest in KWK, began a series on the history of the TV freeze. Series was introduced by a front-page editorial which referred to the fact that St. Louis has only one TV station, but explained that the situation was not due to the "unfairness" of the FCC but to the freeze. The editorial pointed out that some major cities had no TV—Denver and Portland, Ore. "Television," the editorial said, "has made a stupendous and historic growth. . . . It is fabulous in its appeal to the people, and in a great sense has changed the pattern of public entertainment and the home life of the American people."

There are seven applications pending the six available channels in St. Louis. Applicants are KWK, WEW, KXOK, KFUO, St. Louis Amusement Co., 220 North Kingshighway Inc., and the New England Television Co. Of the six available channels in St. Louis, three are VHF and three are UHF. One of the VHF channels is reserved for non-commercial, educational use.

## Who's All Wet?

COLD WATER followed hot words during *America Votes*, KECA-TV Los Angeles public service sustaining panel program, when George McLain, advocator of an old age pension plan, replied to the question of "Are you a communist?" by heaving the contents of a glass of water at his questioner, Paul Sheedy, counsel for the Property Owners Assn. of California. Television watchers saw Mr. Sheedy reply by throwing a full glass back at Mr. McLain, who was nicked on the hand by a piece of flying glass. Nelson Pringle, moderator, stepped in to smooth ruffled feathers and the old age pension plan discussion continued to a wet but uneventful conclusion.

## WCBS-TV AUDIENCE

### Sales Presentation Made

WCBS-TV New York is circulating a sales presentation, "The New York Television Picture," claiming that the CBS-TV key delivers the biggest audiences, leads in local as well as network programming and offers lowest cost circulation of all Manhattan TV stations.

Brochure states that WCBS reaches 18% of the total national TV audience, leads in quarter-hour count of audience for both daytime and nighttime, with Tele-Pulse reporting total of 247 firsts for WCBS-TV compared to 120 for the next highest station. Station also claims first rating on such pooled broadcasts as President Truman's March 6 speech and the San Francisco Peace Conference; highest-rated film programs, women's program, news program and sports feature. Average cost per thousand is said to be $1.47 on WCBS-TV with nearest competitor listed as $1.83.

## CBS-TV Sleuth Series

NEW TV series of 39 half-hour programs, *Files of Jeffrey Jones*, was announced as available by CBS Television Sales last week. Concerning a former G. I. who finances his way through law school by outside sleuthing activities, the series has been taken by Crawford Clothes for WABD (TV) New York, effective June 7 when the CBS-TV film sales' *Cases of Eddie Drake*—also sponsored by Crawford—completes its 13-week run. *Files of Jeffrey Jones* also was purchased by Ennds for KING-TV Seattle and by Pittsburgh Brewing for WDTV (TV Pittsburgh. Program stars film actor Don Haggerty and features Gloria Henry, Lyle Talbot, Vince Barnett and Tristram Coffin.

AMERICAN Brewing Co.'s 104-week sponsorship of TV drama series, *The Unexpected*, began April 5 on WBAL-TV Baltimore. Ziv series features half hour dramas with trick ends.

# CH. 1 'REBATE'

## Bill Would Repay 'Losses'

BILL to pay William L. Gleeson, president of Broadcasting Corp. of America, nearly $150,000 for losses due to the FCC's deletion of Channel 1 (44-50 mc), has been introduced in the House by Rep. George B. Miller (D-Calif.).

The House Judiciary Committee, where the bill pends, has taken no action on the "relief" measure.

Mr. Gleeson got his CP for Channel 1 in Riverside, Calif., in December 1946. Early in 1948, as the station neared construction, the FCC deleted Channel 1. Mr. Gleeson then asked for Channel 13, assigned to KLAC-TV Los Angeles. Later, he decided not to become involved in hearings and asked for special temporary authorization to use Channel 6. This request was rejected by the FCC which said he would have to submit a new application and take chances on getting the grant just like any new applicant.

Commission said it took action in deleting Channel 1 only after informing Mr. Gleeson in May 1947 that re-allocation or deletion of Channels 1 and 2 appeared likely and that he should participate in public hearings on the proposals. Although Channel 6 is not in use in Los Angeles, it was assigned to San Diego, 112 miles away.

Originally Channel 1 was set aside for community TV stations, but later FCC decided mobile and fixed services, also assigned 44-50 mc, could not share channel with TV stations. Eleven cities were assigned Channel 1, but no other CP's were granted by the FCC.

### Gleeson Petition

Last November Mr. Gleeson filed a petition to reorganize BCA under the Federal Bankruptcy Act in Los Angeles. Petition was to prevent a pending sheriff's sale of KROP Brawley, Calif., equipment and furnishings. Foreclosure action was brought by Mr. and Mrs. Fred K. Wahl who claimed $8,120.41 due on a $10,000 promissory note signed in 1946 by Mr. Gleeson [B•T, Nov. 5, 1951].

William B. Ross, head of W. B. Ross & Assoc., Los Angeles advertising and public relations agency, was appointed BCA trustee. When he filed applications with the FCC for involuntary transfer of control of the Gleeson-owned stations (KPRO Riverside, KREO Indio, KPOR Blythe and KROP Brawley), Mr. Gleeson refused to sign them.

Last week Mr. Gleeson signed a petition with the FCC requesting that no action be taken on the transfers since he claims he is under the protection of the court. Until the court decides at a hearing next month whether or not BCA is bankrupt, Mr. Gleeson contends that he should retain control.

Mr. Gleeson said he is trying to work out arrangements with his creditors for monthly settlements. If this can be done, and the court approves the plan, BCA will be spared bankruptcy he said.

Only if the court does not approve the plans for payment to creditors, or if it declares BCA bankrupt, should the involuntary transfer of control be made, Mr. Gleeson claimed.

# 'WOODY' WOWS 'EM

## WOOD's Bird Is Versatile

WOOD-AM-TV Grand Rapids is proud of its bird. He's "Willy Wood," who appears quite liberally on the station's video picture and also identifies both stations.

The little woodpecker, who has animation that is life-like and pleasing to the eye, the stations note, expresses well the area which they serve. Grand Rapids is in the heart of a wood working area with a concentration of furniture factories.

Search for Willy's creator is a story in itself, the stations report. Studios nationwide submitted sketches in response to WOOD's bid. But all had something missing until Harry Wesslund's sketch arrived. Mr. Wesslund, a local self-taught freelancer, had the answer. His skilled pen makes Willy "commanding, excited, whimsical or athletic—exhibiting the impression desired for almost any circumstance," Willy is "a bird equal to every challenge," WOOD adds.

*TV film strip shows Willy in action.*

# 'Faith of Our Fathers'

AN UNNAMED television network is reported considering production of a serial version of "Faith of Our Fathers," the Paul Green sesquicentennial show at Washington, D. C., which has been suffering budget problems. According to Sesquicentennial Director Paul M. Massmann, the $65,000 received from TV serial rights would put the show over the hump this season. Costs for the drama are about $260,000 annually.

# TVA COLLECTS CLAIMS

## Payments Due Under Code

TELEVISION Authority has collected more than $25,000 in claims in the past 18 months, according to a report by Wayne Oliver, West Coast representative, made to the union's executive board.

Explaining that payments collected were due under the TVA code, Mr. Oliver said producers had either protested or sought clarification on the various claims. Daws Butler and Stan Freberg, voices on *Time for Beany* on KTLA (TV) Hollywood, received $1,300 in claims against Clampett Productions, co-owner of the puppet show. The pair based their claim on the fact they were not paid for handling commercial spots for which they doubled.

Included also was money held in escrow until the Wage Stabilization Board approved the new TVA code for salary increases and fee adjustments. KTTV (TV) there released $5,020, which represented pay increases for staff announcer. Terra Productions turned over $5,122 to TVA and adjusted its fees for cast members of ABC-TV *Space Patrol.*

# OFFICIAL FILMS

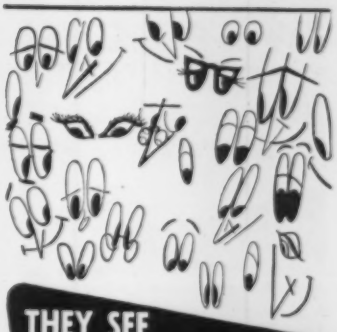
## To Distribute TV Series

OFFICIAL FILMS, New York, has acquired distribution rights to three half hour TV film packages being produced by Don Sharpe Enterprises, Hollywood. They include *My Hero,* comedy-accentuated mystery series starring Robert Cummings, with Julie Bishop; *Impulse,* suspense series written by Larry Marcus, and *Four Star Playhouse,* series of original plays starring Charles Boyer, Rosalind Russell, Dick Powell, Joel McCrea and Robert Cummings, who will be rotated each week.

In addition Official Films will handle distribution of Dougfair Corp.'s TV film series *Terry and the Pirates.* The adventure series is based on the comic strip distributed by Chicago Tribune-New York Daily News Syndicate.

## Political Advice

POLITICAL quotation of the hour was delivered by Sen. John M. Butler (R-Md.) to the Arlington, Va., Republican Women's Council. He said: "The most important medium in campaigning today is television." Directing his remarks to a Republican who is aspiring to a House seat from Virginia, Sen. Butler, who unseated former Sen. Millard E. Tydings (D-Md.) in a controversial election that set off a Capitol Hill investigation, added: "You can take care of the city people through TV, but take care of the people in the counties through personal contact."



THEY SEE WHEN
SO SAY...
WHEN
TO YOUR KATZ AGENCY MAN
WHEN Television sells . . . so get in on this rich market by using Central New York's pioneer station, that not only is FIRST in length of service, but FIRST in results.
★ CBS
★ ABC
★ DUMONT
WHEN television SYRACUSE
A MEREDITH TV STATION

## 'THE BIG PICTURE'

### Second Cycle Shown

PREVIEW of the second 13-week cycle of *The Big Picture*, Army-produced documentary of the Korean War, was held last Monday in New York. It depicts the vast U. S. military training program at home and abroad, development of new military equipment, and the U. S. military picture in Western Europe and Africa.

Produced jointly by the Radio-TV Branch, Public Information Div., Dept. of the Army, and the Signal Corps Photographic Center, the film is distributed by Col. E. M. Kirby's Radio-TV Branch of the Army in Washington.

The series currently is running on 83 TV stations. Stations may sell it to sponsors on an institutional basis.

## Regulation W

CEILING for radio-TV and other consumer goods now exempted from Regulation W installment restrictions has been raised from $50 to $100 by the Federal Reserve Board. Effect of ruling is to subject all appliances costing over $100 to the current requirement of 15% down and 18 months to pay. Board of Governors explained additional exemption would "simplify administration" of Regulation W without "substantially affecting volume of consumer installment credit outstanding."

**90,000 TV SETS**

**IN THE QUAD-CITY AREA**

EACH month this TV set total is ascertained by Quad-City wholesalers serving this area. Actually, the total of TV homes reached by WHBF-TV is considerably larger as our TV signals are received over an extensive area beyond the Quad-Cities.

Increased power has doubled WHBF-TV radiated strength; the staff and facilities have recently moved into enlarged quarters.

True to a 25 year tradition of service in radio broadcasting, WHBF-TV now also serves Quad-Citians *well*— and advertisers *profitably.*

Les Johnson, V.P. and Gen. Mgr.

*Quad-Cities' favorite*

**WHBF** AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel Inc.


# film report

**Crown Pictures International,** Hollywood, acquires *The Barber of Seville*, feature film version of Rossini's comic opera produced in Rome by Tespi-Productions, for exclusive seven-year television distribution rights in America. Film stars **Ferruccio Tagliavini,** Metropolitan Opera star, and opera personalities **Tito Gobbi, Nelly Corradi** and **Italo Tajo.** Feature will be offered as single unit or in three half-hour episodes.

* * *

**Hyman Marcus,** financier, to head **Television Varieties Inc.,** Hollywood, formed with more than $200,000 capital to produce and package TV film programs. **Herman Webber,** General Service Studios producer, vice president, and **Max Fink,** attorney with Fink, Rolston, Levinthal & Kent, as secretary-treasurer.

### Production . . .

**Stanton Kramer,** head of TV Enterprise Pictures, Hollywood, and former head of George Florey Inc., Chicago, to be executive producer of **Radiant Productions,** Hollywood, newly formed to produce two 13 half-hour film series plus several features. Writer-director will be **Lawrence Raimond,** head of Lawrence Raimond Productions, and **David Buntzman,** United Artists Productions Inc. executive producer, to be associate producer. Production planned to start in 90 days.

* * *

**Jack Chertok Productions Inc.,** Hollywood, to start 52 half-hour *Lone Ranger* next month for **General Mills Inc.,** with **Fred Fralick** to work with Mr. Chertok as representative of series owner, George W. Trendle.

* * *

**Lindsley Parsons Productions,** Hollywood, starting new TV film series of 26 half-hour CBS-TV *Files of Jeffrey Jones* on April 17. Actors **Don Haggerty** and **Gloria Henry** of first 13 of series, again will be co-starred and **Lew Landers** and **George Blair** will share direction.

* * *

**Gayle Gitterman,** head of **Hal Roach Studio** story department, Culver City, appointed producer on *The Dramatic Hour*, four-part, one-hour TV film series starting May 19. Studio is seeking actor and actress to star in programs, format of which will be: (1) screen test followed by discussion with the two stars, (2) dramatized chapter from *The Last Days of Pompei*, (3) playlet by studio's stock company and (4) playlet featuring the two stars.

* * *

**Phildan TV Productions,** Hollywood, has acquired TV rights to *Alley Oop*, N.E.A. Service Inc. comic strip, and plans to produce 13 half-hour TV film series starting this summer.

### Film People . . .

**Royce Barclay** of production department, Warwick & Legler Inc., Los Angeles, signed as story coordinator with **Pennant Productions Inc.,** Hollywood, for initial TV film series, *Date With Destiny.* Budget of over $8,000 allowed to obtain personalized stories for series through newspaper ads in 12 cities.

* * *

**Fred Messenger** and **Jack Murton,** head of newly-formed **Talent Assoc.** (television casting agency), signed by **Lindsley Parsons Productions,** Hollywood, to cast next 13 half-hour *Files of Jeffrey Jones* TV film series.

## PRESIDENT'S NEWS

### Pollard Would Televise

RADIO-PRESS conference of the President of the U. S. should be telecast to provide another channel for the flow of White House ideas, opinions and actions "directly home to millions of Americans," according to Dr. James E. Pollard, director, Ohio State U. School of Journalism.

Dr. Pollard's suggestion was contained in his article written for *Public Opinion Quarterly.* He received the 1947 Sigma Delta Chi Distinguished Service Award for research in journalism for his book, *The Presidents and the Press.* The article analyzes the President's news conference as a channel of communication.

News conference telecasts would not impair press and radio reports but would make both the President and his questioners "more responsible in their conduct of them," he said. It would "enhance the personal touch" and "would make still more democratic a major communications device that is uniquely American," Dr. Pollard added.

## TV PROGRAM ADVICE

### 'Home Is Not Nightclu

THE TV industry must not co ceive of the home as a nightcl but rather as a church in miniatur Martin H. Work, executive secr tary of the National Council Catholic Men, said in an addre before the 1952 Family Life Co ference in Columbus, Ohio. T conference was sponsored by t Family Life Bureau of the Nation Catholic Welfare Conference.

"If the home is as sacred as t church," Mr. Work continue "dramas will not justify suici divorce of convenience, drunke ness, lust and violence." Mr. Wo suggested that, at present, TV "neither a saint nor a sinner" a added that on the credit side, "tel vision brings into our homes ma hours of innocent, healthful ente tainment."

## LOUIS G. PACENT

### Was Pioneer Engine

LOUIS G. PACENT, 58-year-o founder and president of the Pa ent Engineering Co. and pioneer radio development, died in Roose velt Hospital in New York on Mon day after having become ill earlie in the day.

The industrial electrical engi neer, a graduate of Pratt Institute first experimented with wireless i 1906, 10 years after Marconi's suc cessful tests, and had his own ama teur station in 1909 when he wa 16 years old. Working with the Armed forces as a communicate in 1913, he helped develop com munications equipment for both the Army and Navy in World War I.

After the war, Mr. Pacent formed the Pacent Electric Co. to design and produce radio apparatus and electrical equipment for such companies as RCA, General Electric and Westinghouse. During the next two decades, as a consultant to Warner Bros. Pictures, he also worked on talking motion picture equipment, developing in 1928 the first power-operated sound projector for films.

In 1933, Mr. Pacent formed the engineering company he headed at the time of his death.

He was a fellow of the Institute of Radio Engineers, as well as of the Society of Motion Picture Engineers, a member of the American Institute of Electrical Engineers, and also author of a number of papers and books on communications engineering.

Mr. Pacent is survived by his wife, the former Antoinette Marie Andriola, and two sons, Louis G. Jr. and Homer C. Pacent.


**RANGERTONE**

BEST FOR TV FILMS

USED BY

HOLLYSMITH PICTURES

106 South Church St., Charlotte, N. C.

**SYNC-SOUND**

RANGERTONE

73 WINTHROP ST

NEWARK

# TARS SEEK TV

## Santa Barbara Bid Filed

TEST indication of motion pic-e stars' interest in television come with announcement that nald Coleman is chairman of the ard of Santa Barbara Broadcast- & Television Corp., formed to ply for a TV construction permit that city.

Colin McRae Selph, vice presi-nt and general manager of KDB nta Barbara, is president, and cil Smith, local investment bank- is vice president. Alvin C. Wein-and, president of San Ysidro anch Inc., is secretary. Directors clude Arthur Marquette, partner Sherman-Marquette, Chicago gency, and C. H. Jackson Jr., a evada rancher.

Recently Irene Dunne and Loretta oung became minority owners of esert Television Co., applicant for hannel 13 in Las Vegas, Nev., rough purchase of 90% interest the firm by Huntridge Theatre, which the actresses hold stock, om Edward J. Jansen, president KRAM Las Vegas, who retains % [B•T, March 17]. If FCC ants application, Huntridge Thea-es would also buy control of RAM.

Mary Pickford and her husband, harles (Buddy) Rogers, have ap-lications for TV stations in Ashe-ille and Winston-Salem, N. C.

Bing Crosby, under his baptismal ame Harry L. Crosby, applied ome time ago for outlets in Spo-ane, Tacoma and Yakima, Wash.

Gene Autry owns 85% of KOOL hoenix, which is an applicant for V in that city.

Edward Lasker, RKO Radio Pic-ures producer, has applied for Se-ttle and Denver stations.

Gifford Phillips, president of Tee-ee Co., Hollywood TV film pro-uction company and owner of GHF Pueblo, has application for enver and one for Colorado prings-Pueblo [B•T, March 10]. he latter application was filed ointly with James D. Russell, pres-ent of KVOR Colorado Springs.

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AN HOUR-LONG filmed version of *Duffy's Tavern* will be telecast on NBC-TV *All Star Revue* on May 31.

**GIRDING for Eisenhower for President drive are (l to r) Sigurd S. Larmon, Young & Rubicam president, who has just been named national vice chairman of the Citizens for Eisenhower Committee; Sen. Henry Cabot Lodge Jr. (R-Mass.), chairman of the Eisenhower campaign, and Walter Williams, national chairman of the committee. Mr. Larmon will continue to serve as publicity-public relations director.**

# INDEPENDENT PROGRAMMING

## Fairbanks Warns Against 'Mediocrity'

INDEPENDENT TV station programming is doomed to mediocrity if the current attitude of operators is projected into the future.

Jerry Fairbanks, president of Jerry Fairbanks Productions, made this prediction in Hollywood after talks with station executives during his five-week, 11,000-mile tour of video cities.

Policies of resistance to re-runs, disregard for basic principles of good showmanship, unrealistic attempts to get everything for nothing and a viewer-go-hang attitude were impressions he said he received from independent station operators.

He was amazed to find that many operators "are not concerned with raising the quality of their programming.

"Engrossed in selling time, they are interested in improving their presentations only if no expense is involved," he said.

Noting that TV film producers generally base program prices to stations on the outlet's rate card, he declared that "It is an equitable arrangement because the rate card is based on the number of sets in the area, just as motion pictures are priced to theatres according to the number of seats in houses.

"Not only are operators unwilling to pay a comparable price for quality programming but they frown on any re-runs," he said.

Mr. Fairbanks stated that some stations rule against a repeat for at least 12 months and warned that unless this policy is relaxed, TV film producers will stop investing money in quality products.

"In many instances," he said, "re-run ratings have been higher than during the first release. Many viewers missed shows because of competing programs, the time and date of telecasts and other home factors. And there are the many new set owners each month in each city."

During the past five years, TV film producers have developed new production techniques, resulting in remarkable savings, Mr. Fairbanks said. Some shows are being made at prices 500% lower than in 1947.

Operators in cities with multiple stations have a much greater appreciation of quality programming, Mr. Fairbanks said he learned during his tour.

"Unfortunately, there are not enough multiple-station markets available currently so that the producer can amortize his production costs over them," Mr. Fairbanks explained, "and until the monopoly created by the FCC freeze on station permits is lifted, the public and the TV film producer will continue to suffer."

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## Skyland Stations

LAST WEEK's FCC ROUNDUP listed stations affiliated with Skyland Broadcasting Corp., applicant for new TV station in Dayton, Ohio, incorrectly. Skyland is licensee only of WONE and WTWO (FM) Dayton. Skyland seeks Channel 22 (518-524 mc) with ERP of 200 kw visual.

# PROGRAM FORMAT TEST

## Planned at Syracuse U.

EXPERIMENTATION in developing formats for television programs dealing with economics are underway at Radio Television Center of Syracuse U. under the sponsorship of Twentieth Century Fund. Purpose of the project is to determine the best method of presenting economic information to the public via TV.

Edward C. Jones has been placed in charge of coordinating the project. Don Lyon will handle scripts and production. Research will be under the direction of Lawrence Myers. All are on the staff of the center.

Three programs, each using an experimental format and based on economic research information supplied by the fund, are being broadcast in April over WSYR-TV Syracuse from the university's TV studios on campus. Each program format will be different. Audience reaction tests and interviews are employed to determine relative impact of each format.

---

## Wilmotte Ends Tour

RAYMOND M. WILMOTTE, who recently completed an assignment as consultant to Research and Development Board of the office of the Secretary of Defense, last week announced his return to the field of broadcast engineering. Headquarters are at 1460 Church St., N.W., Washington 5, D. C.

Immediate Delivery
IN STOCK AT ALLIED!
AUTHORIZED RCA DISTRIBUTOR
RCA-5820 IMAGE ORTHICON
We have the RCA-5820 in stock for immediate shipment. Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of all RCA Broadcast-type tubes. Let us save you time and trouble.
RCA-5820, $1200
Refer to your ALLIED 212-page Buying Guide for station equipment and supplies. Get what you want when you want it! Ask to be put on our "Broadcast Bulletin" mailing list.
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WOW-TV
leads the way in
Midwest Television

★ WOW-TV serves one of the fastest growing TV markets in the United States.

★ Every day an average of 125 families is added to the WOW-TV audience.

★ Present total now well over 125,000 sets!

★ Low-cost, high-rated participations now available.

*Wire or telephone your nearest John Blair-TV office or Fred Ebener, Sales Manager.*

WEbster 3400

WOW-TV
Channel Six
A MEREDITH STATION
OMAHA
FRANK FOGARTY, General Manager

# TRUSTEESHIP TV

### Proposed at Evansville

AN INGENIOUS plan to get TV started in Evansville, Ind., without waiting for comparative hearings and an FCC grant for the sole proposed VHF Channel 7, has been submitted to the Commission.

Plan involves the use of a trusteeship to construct and operate the VHF station pending the Commission's decision granting it to a single applicant.

There are two Evansville applications on file at the present time. Both are for VHF. In the Commission's proposal, Evansville would have three additional UHF channels—one of which would be reserved for non-commercial, educational use.

Essence of the trusteeship plan is this: A group of non-broadcast highly regarded Evansville citizens would set up a TV company. With FCC permission it would build and operate the VHF station as soon as the TV freeze is lifted. When consolidated hearings on Evansville applicants are finally decided (expected to be 1½-2 years off), the trustees would turn over the station to the chosen applicant—which would repay the costs of construction and operational losses, or inherit any profits.

Idea was broached to FCC General Counsel Benedict P. Cottone by Evansville Mayor H. O. Roberts and J. D. Beeler, local businessman and chairman of the Chamber of Commerce's TV and Communications committee.

Mr. Cottone's reaction, it was reported, was that the group should formulate its plan in more detail and submit it to the FCC for a decision. He also pointed out, it is understood, the possibility that the idea might run afoul the objections of a single applicant.

First recommendation for the trusteeship plan was made by John B. Caraway Jr., executive vice president of Electronics Research Inc.

Controversy flared when John A. Engelbrecht, president and general manager of WIKY Evansville, first opposed idea, then proffered use of WIKY's television facilities (900-ft. tower, transmitter and studio equipment now in storage, 44x24x-22-ft. studio).

Mr. Caraway charged that WIKY was trying to "torpedo" the plan, since one of the provisions in the WIKY offer was that the trustees must be acceptable to the owners of WIKY.

Mr. Engelbrecht retorted that he was suspicious of the plan because Mr. Caraway was the consulting engineer for WGBF Evansville and that one of the executives of Electronics Research Inc. is a major stockholder in WGBF.

Only applicants for TV in Evansville at present are WIKY and Trans-American Television Corp., a Philadelphia group. It is understood that there are about five more TV applications being prepared for Evansville.

**NBC's summer television presentation is studied enthusiastically on a cold Chicago day by this threesome (l to r): Booth Luck, director of TV operations for Geoffrey Wade Adv.; Perry Schupert, sales manager, Miles Labs., Elkhart, Ind., and Oscar Capelle, sales promotion manager for Miles. Wade agency, headquartering in Chicago, handles Miles account. Presentation luncheon was attended by more than 200 agency and client representatives.**

# SMPTE CONVENTION

### TV to Be Leading Topic

TELEVISION will be the leading topic when the Society of Motion Picture & Television Engineers holds its 71st semi-annual convention in Chicago, April 21-25, President Peter Mole said last week.

Video speeches, scheduled for the first day, include talks on color viewers by Robert E. Lewis, Armour Research Foundation, Chicago; "Theory of Parallax Barriers" by Sam H. Kaplan, Chicago TV consultant; "Effective Sum of Multiple Echoes in Television," A. D. Fowler and H. N. Christopher, Bell Telephone Labs, Murray Hill, N. J.; and "TelePrompters" by Fred Barton and H. J. Schlafly of TelePrompter Corp., N. Y.

## Omaha TV Courses

SERIES of short university courses for college credit has been announced by the U. of Omaha and KMTV (TV) Omaha. The station has reserved a time segment for a minimum of 52 weeks, committing full resources to the series. Owen Saddler, KMTV executive vice president and general manager, said that he has long felt that television could be of tremendous value in education. "By bringing the classroom into the home," he explained, "we are tapping a new source of students—the housewives."

METHOD to reduce handling costs 20% in moving TV console sets from production line to retailers was demonstrated April 2 in Atlantic City by Yale & Towne Mfg. Co. Firm showed National Packaging Exposition how its gas and electric fork lift trucks, equipped with new TV clamps, can handle eight consoles at once.

# TV RENEWALS

### Eleven Temporaries P

ONLY 11 of the 26 TV stat placed on temporary license by FCC because of the lack of ed tional and/or religious progr ming have not been granted re lar renewals.

Fortnight ago the Commis granted another five stations re lar license renewals. They w WBTV (TV) Charlotte, WK (TV) Utica, WNBQ (TV) C cago, WNBT (TV) New York WNBW (TV) Washington. Ear 10 stations got their licenses newed [B•T, March 24, 3].

Last February when all 78 licensees came up for reg yearly renewal the FCC put 26 temporary because their listi for the 1951 composite week sho no agricultural and/or relig programming. The Commissi attitude was that a TV stat could not be operating "in the p lic interest" without some s programming [B•T, Feb. 4].

Stations receiving regular year renewals after having b placed on temporary license sho FCC that the composite 1951 l ings did not indicate the true t ture of program types actu aired, or informed the Commis that such programs had b started or were soon to start.

Still operating under tempor licenses, due to expire May 1, a KING-TV Seattle, KPHO-T Phoenix, KTTV (TV) Los Ange WGN-TV Chicago, WJAR-TV P vidence, WLWT (TV) Cincinn WLWC (TV) Columbus, WL (TV) Dayton, WNHC-TV N Haven, WOR-TV New York a WOW-TV Omaha.

# 'TRUTH IN ADS'

### More Clubs Join Campa

AT LEAST six ad clubs in the n tion have followed the lead of t Dallas Ad League in promoting "truth in advertising" campaign boost public confidence in adv tising, the Texas unit reported l week.

The Dallas league said reso tions patterned after its sugge resolution have been adopted ad clubs in Oklahoma City, Tul Akron, Central Florida, Provide and the Women's Adv. Club Winnipeg. Letters from other cl in the U. S. and Canada indica much interest, the league added.

Its resolution suggesting t the Advertising Federation America call a convention to up "a code of basic advertis principles" and also develop a p gram of "voluntary self-regu tion to the end that public fa and confidence in and accepta of advertising generally may preserved" was adopted by Dallas league March 28 [B March 31].


PEABODY AWARD 1951

originating Station of

THE JOHNS HOPKINS SCIENCE REVIEW

***Around Baltimore they always keep an eye on***

**WAAM**

***TELEVISION***

CHANNEL 13

Affiliate DuMont Television Network—American Broadcasting Co.
Represented nationally by Harrington, Righter & Parsons, Inc.

## TMA SESSIONS

### N.Y., Canadian Meets Set

FECTS on TV station construc-
n and receiver sales in the wake
FCC's expected freeze lift will
post facto discussions among
ectors of Radio-Television Mfrs.
sn. and RTMA of Canada at the
nt ninth international confer-
ce of the groups in Ontario
ril 24-25.

This topic is scheduled on the
enda with the expectation that
e Commission will release its
w TV allocations plan by mid-
ril. Anticipated effects on sta-
n construction and receiver
les in the U. S. and Canadian
ies within American station
nge will be studied.

Prior to the Canadian board
eetings, several RTMA commit-
es will convene in New York
pril 22. Groups meeting are the
dvertising Committee Technical
oducts Divisions, Executive Com-
ittee and Broadcast Section In-
strial Relations Committtee and
e Eastern Credit Committee.

The Canadian conference will be
eld at the General Brock Hotel in
ntario with separate board meet-
gs on successive days. U. S.
TMA directors will meet April
(Thursday) under Chairman
obert C. Sprague and their Cana-
an counterparts Friday morning
nder President Ralph A. Hack-
usch. Directors of each associa-
on will sit in at the other's ses-
on as guests. Two luncheons,
reception and dinner dance
ound out social activities.

New York sessions will be held
the Biltmore Hotel.

The Advertising Committee will
eigh recommendations that the
M promotion campaign be ex-
nded after a drive in New York
tate this coming May. Heading
e committee is Lee Pettit, Gen-
al Electric Co., with David
rigsby, Zenith Radio Corp., as
airman of the FM Promotion
ubcommittee.

The Technical Products Division
xecutive Committee, with RTMA
irector H. J. Hoffman, Machlett
abs., presiding as chairman, will
eview progress of its reorganiza-
ion plan and map future activi-
ies.

## HOUSEWIFE DAYTIME AUDIENCE

### Oakite Offer on WNBT (TV) Brings 18,000 Requests

A TRIAL OFFER over WNBT (TV) New York by Oakite Products Inc. of its silver cleaning plate drew 18,000 requests from one demonstration, the firm has reported.

Offer was made on the *Josephine McCarthy Cooking Show*, telecast Monday through Friday, 11-11:30 a.m.

Oakite has been using radio for 23 years and now uses TV as well.

Frank A. Conolly, manager of the Oakite package division, declared after viewing the avalanche of requests, "I honestly believe that this forever knocks into a cocked-hat any myth about the lady-folks not looking at daytime TV shows."

Miss McCarthy and her manager, Mole & Lee Inc., commented, "We've simply been inundated. . . ."

The telecast during which the offer was made was itself a special occasion. Miss McCarthy was crowned "Queen of TV Cooking Schools" by Mr. Conolly. In addition, two women were awarded fur coats for their prize-winning letters concerning Oakite.

Entrants in the Oakite contest, promoted nationally in radio, TV and newspapers, were to tell in 50 words or more, "Why I like the Oakite handi-squeeze spout" or "Why I like Oakite for my fall cleaning."

Entries were received from all 48 states, the District of Columbia and Alaska. In all, there were 1,000 prize-winners from 40 states.

First prize, a persian lamb coat, was won by Mrs. William E. Long, McKeesport, Pa. Second prize, a mink-blended muskrat coat, was awarded to Mrs. Elsie Mallow, Brooklyn. Both coats were from I. J. Fox Inc., furrier.

*Appearing on WNBT (TV) telecast were (l to r) Mrs. Long; Howard Fox, president, I. J. Fox Inc.; Miss McCarthy, Mrs. Mallow and Mr. Conolly.*

## MONOGRAM TV POLICY

### Is Explained by Broidy

WITH CURRENT contracts fulfilled, Monogram will "refrain from committing any further products to video," Steve Broidy, president, revealed in announcing studio's policy of licensing motion pictures to television.

He declared "for the record" that Monogram is "primarily in the business of producing and distributing pictures for theatrical exhibition."

Deal was concluded recently with Screen Actors Guild enabling the studio to release one group of approximately 70 feature films, made since August 1948, to TV by reimbursing actors from 12½% to 15%. No deals with Screen Directors Guild and others were finalized.

Interstate Television Corp., subsidiary of Monogram, is making TV films.

## Solar Noise Bursts

SOLAR investigations by the National Bureau of Standards in Washington have led to the discovery of a phenomenon that appears to be another source of interference to long-range radio reception. The phenomenon has been observed as bursts of solar radio noise superimposed on a normally steady level of radio-frequency energy received from the sun, it was reported.


PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

*For details, write to the Pioneer in this line.*

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.



"Put your ideas...

on RCA VICTOR Transcriptions!"

Good program ideas and top talent deserve RCA Victor transcription quality and service. Your material—spot announcements to full-length shows—should get the benefit of RCA's technical experience and research.

Your order, LARGE or SMALL, is recorded, processed and pressed in the country's best-equipped studios and plants . . . receives world-famous RCA Victor engineering. Complete transcribed radio production and script-writing facilities are available.

*Contact an RCA Victor Custom Record office today:*

630 Fifth Avenue
Dept. B-40, NEW YORK 20
JUdson 2-5011

445 North Lake Shore Drive
Dept. B-40, CHICAGO 11
WHitehall 4-3215

1016 North Sycamore Avenue
Dept. B-40, HOLLYWOOD 38
HILLside 5171

*Write now for our fact-filled Custom Record Brochure!*

RCA custom record sales

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION

*What a Buy!*

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A B C
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PROGRAMS

*For "Minutes" & Chain Breaks*

IN

YOUNGSTOWN, O.

5000

WATTS

*Serving America's 34th Market*

WFMJ

REPRESENTATIVES
Headley-Reed Co.

# SEATTLE AWARDS

## Ad Club to Present

RADIO and television figure as two of nine media classifications in the fifth annual advertising awards competition of the Seattle Advertising and Sales Club. Last Friday was deadline and awards will be made at a banquet May 8 at Seattle.

Dick Keplinger, free-lance newscaster and radio personality, is chairman of the judging committee on radio entries. Chairman of the television judging committee is Otto Brandt, general manager of the King Broadcasting Company (KING-AM-FM-TV Seattle).

All entries will be judged by a "new standard yardstick," according to Trevor Evans, vice president of Pacific National Advertising Agency, Seattle, and chairman of the ad club's awards committee. The three elements, summarized by Mr. Evans in a letter to all advertisers, agencies and media, are: (A) creative idea, (B) execution of idea, (C) achievement of objective.

Four categories each have been set up for the radio and television awards:

**RADIO**

**a. Best commercial announcement copy broadcast, and designed to sell merchandise and/or service.**

**b. Best commercial program designed to sell merchandise and/or service.**

**c. Best announcement copy promoting Public Relations and/or Community Service campaigns.**

**d. Best program or programs promoting Public Relations and/or Community Service campaigns.**

**TV**

**a. Television commercials on film or slides of approximately one minute or less, designed specifically for television.**

**b. Television live commercials of approximately one minute or less.**

**c. Commercial filmed television programs, of five minutes or more, designed for and containing one or more commercial messages for one or more clients.**

**d. Commercial live television programs of five minutes or more, designed for and containing one or more commercial messages for one or more specific clients.**

# G. LYNN SUMNER

## Was Kimball Executive

G. LYNN SUMNER, 67, chairman of the plans board and a director of Abbott Kimball Co., New York, died last Monday in his sleep at his Quaker Hill country home.

Mr. Sumner was a former president of the Advertising Club of New York and had been president of Assn. of National Advertisers. He established his own agency under his own name in 1925, and joined Abbott Kimball Co. as a vice president in 1951, when the agencies merged. He was made chairman of the plans board last February.

Surviving are his wife, Mrs. Mary Brooks Picken Sumner, a son, G. Warren, and a daughter Mrs. George Birdson.

MAIER Brewing Co., L. A., renewed *Lonesome Gal*, nightly program on KHJ Hollywood, on April 7. Show is in its third year on the station.

# allied arts

**HOFFMAN LABS Inc.,** L. A., subsidiary Hoffman Radio Corp., established to specialize in electronics field. **H. L. HOFFMAN** president, heads new company which is housed in three plants: 3761 S. Hill St. and 3716 S. Grand Ave., both L. A., and 335 S. Pasadena Ave., Pasadena.

**BEALE H. RICHARDSON,** Motion Picture Advertising Service Co., New Orleans, appointed sales manager for company's television film commercial production.

**T. O. WHITE Co.,** Birmingham, Ala., appointed sales representative for United Artists Television in that city. **BETTY E. JONES** will be direct contact.

**ALBERT B. EARL,** advertising and sales promotion department, Columbia Records, N. Y., named executive assistant and director of consumer research.

**HARRY ADELMAN,** radio-electronics advertising man, appointed sales promotion manager of Arrow Electronics, N. Y., distributor of broadcasting and industrial electronic equipment.

**FRED FREELAND,** former TV director of Ruthrauff & Ryan, Chicago, named director of motion picture and television department, Kling Studios, same city.

**JAMES R. BUTLER,** national sales promotion manager, Frew Sewing Machine Co., Rockford, Ill., to Belmont Radio Corp., Chicago, in same capacity.

**DAVID A. BADER** appointed national publicity director of Motion Picture Pioneers Inc. and Foundation of the Motion Picture Pioneers Inc.

**ARTHUR E. WELCH,** national merchandising manager of Raytheon Mfg. Co., to Bendix Aviation Corp., Baltimore, as assistant general manager of radio, television and broadcast receiver division.

**WILLIAM H. LINZ** appointed representative of Peerless Electrical Products, division of Altec Lansing Corp., in Illinois, Wisconsin and part of Indiana north of Indianapolis.

**BERNARD L. CAHN,** general sales manager, Insuline Corp., Long Island City, N. Y., elected 1952 chairman of Sales Managers Club, Eastern Division, association of electronics equipment manufacturing execs.

**ALLEN B. DuMONT,** president Allen B. DuMont Labs, named ber of Industrial Council, re organized at Rensselaer Polyte Institute, Troy, N. Y.

**LOUIS D. EPTON,** radio repres tive, American Osteopathic A

**SHELDON M. HEIMAN,** Julius Public Relations and Internat News Service and **MONTE EP** free lance publicist, form Shelly Assoc., 11 E. Superior St., Chi new public relations firm.

**KAYE-HALBERT Corp.,** Culver (mfrs. TV sets), names Ralph Cohen Inc., N. Y., as eastern re sentative for New York, Pennsylv and New Jersey metropolitan ar

**MORT BARRON,** CBS Columbia N. Y., named assistant sales mana

## *Equipment . . .*

**RCA TUBE DEPT.,** Camden, N. announces production of its n powerful high frequency power rode transmitting tube, "10 kw" featuring thoriated-tungsten filam Tube, RCA-6166, is designed for m mum operating economy in radio TV.

**WARD PRODUCTS Corp.,** Clevela announces manufacture of Mo SPP-143, antenna providing sin hole mounting that can be installed same place as standard auto ser and Model SPPB-71, antenna desig to have same outward appearance standard auto aerials while operati on regular mobile frequencies. Las model eliminates "giveaway" effect more commonly used mobile antenn

## *Technical . . .*

**JERRY CALLAHAN** joins engineeri staff of WCCM Lawrence, Mass.

**HENRY M. BRODERICK Jr.,** tra mitter and control room supervis at WDRC Hartford, appointed ch engineer.

HIGHEST revenues in history American Cable and Radio Corp., N York, were reported for 1951. N profits before taxes were $2,560,625 1951 as compared with $1,427,677 previous year.

**"Thanks to our 'US' Electric Plant we're on the air!"**

In choosing a stand-by electric plant, more and more stations are turning to "U. S." units because of their reputation for *dependability*. U. S. specializes in stand-by power. We'll gladly send you information on U. S. electric plants suitable to your needs.

US UNITED STATES MOTORS CORP.
354 Nebraska St.
Oshkosh, Wis.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

## ISS CUTHBERT

### Retires From NBC Post

ARGARET CUTHBERT, super-sor of public affairs for NBC adio and a widely known broad-sting pioneer, is retiring June 1 after more than 25 years' service with the network [CLOSED CIRCUIT, March 31], it was announced last week.

iss Cuthbert

Miss Cuthbert joined WEAF New York (now WNBC) about 1924 as director of speakers, and hen the station became the key of he newly organized NBC in 1926, he was made an executive of the etwork. She headed the women's nd children's programs division or many years, developing and roducing a large number of radio eries including *Gallant American Women* and *Echoes of History*.

More recently, she produced the ward-winning, long-run *NBC Theatre* series.

A native of Prince Albert, Sask., anada, and graduate of Cornell ., Miss Cuthbert is president of he New York Chapter, American Women in Radio & Television. In 936, she was designated by the New York League of Business & Professional Women as one of 24 women of achievement," because of her work in radio, and in 1941 he General Federation of Women's Clubs honored her for achieve-ment. In 1946, the Women's Na-ional Press Club placed her among 0 women chosen for outstanding ork as "promoters of progress."

Her successor at NBC has not een designated.

## Probst Resigns

J. STANLEY PROBST has an-nounced his resignation as presi-ent of Maryland Pharmaceutical o., Baltimore, to be effective on or shortly after May 1. He says is future plans are not definite. The firm uses radio spots through Joseph Katz Co., Baltimore.

**GLEEFUL expressions tell story for (l to r) Jim Clark, WRVA Richmond sales manager; Betty Powell, Geyer, Newell & Ganger; Anne Small, Scheideler, Beck & Werner; Eunice McGarry, Doherty, Clifford & Shenfield, and Steve Suren, Sullivan, Stauffer, Colwell & Bayles. Occasion was week-end festivity arranged by WRVA for 24 executives of New York agencies.**

## KJR FARM PROGRAM SELLS

### Lime Firm's Sales Add Retailers as Sponsors

ABOUT a year ago, dealers in the service area of KJR Seattle noticed the rapid depletion of their stock of lime fertilizer.

When tracing the reason for the unexpected demand, their path of inquiry led to KJR's Bill Moshier telling farmer-listeners about beneficial effects of proper application of lime to the soil. One of Mr. Moshier's sponsors is the Imperial Agricultural Limestone Flour account.

The dealers decided that this year they would take advantage of his program and buy participations in the *Farm Forum* Tuesday and Thursday, and in *Farm News* Wednesday and Friday.

KJR comments that judging by mail and other inquiries, the campaign has paid off handsomely.

One key to Mr. Moshier's success may be found in his manner of addressing his audience. Mr. Moshier does not talk down to his listeners, KJR notes. Instead, he discusses soil acidity, plantfood elements, plant nutrients, chemical reactions, bacteria and the amounts of lime needed by various types of soil.

Mr. Moshier long ago learned that the farmer is a businessman and unless radio advertising satisfies him that the product will pay off in cash, the farmer isn't interested.

Though the farmer regards expenditures for soil improvement as a long-term investment, KJR points out that the radio approach is the same as in selling consumer items.

Knowing the listening habits of farmers, Mr. Moshier airs the *Farm Forum* at 6:45 a.m. and *Farm News* at 12:30 p.m., both Monday-through-Friday.

KJR says that radio's ability to sell cigarettes, toothpaste, and other "consumer" items has pretty well been established. But, the station proudly adds, Mr. Moshier's success shows that radio can sell "capital" goods, too.

## Appoint Maj. Mayall

APPOINTMENT of Maj. Herschel Mayall, network TV and stage actor, as producer-director for the Defense Dept.'s Radio-TV Branch has been announced by Charles Dillon, branch chief. Major Mayall will replace Lt. Alfred Lurie (Army), who has returned to WBAP-TV Fort Worth as video director. The major, who uses the stage name of Herschel Bentley, recently completed a stage tour with actress Kay Francis in the production of "Theatre."

KAYE-HALBERT Corp., Culver City (mfrs. TV sets), has opened factory sales and service branch at 3349 Adams Ave., San Diego. Service and installation of Kaye-Halbert TV receivers is offered to dealers' stores and customers' homes. William Jellerson is in charge of factory service branch.

Ever Get That "Tired" Feeling?

Take a tip from little Bismarck —you'll sleep like a baby if you've put KFYR to work, selling families with the 4th highest buying power in the nation* . . . in wealthy North Dakota.

*SM 1951 Survey of Buying Power.

KFYR
BISMARCK, N. DAK.
5000 WATTS-N.B.C. AFFILIATE
Rep. by John Blair

50,000 WATTS STRONG . . .
. . . SERVING 6 MILLION PEOPLE
KYW PHILADELPHIA

for OMAHA plus USE
590 KC
5000 WATTS
Established 1923
NBC
OVER 28 Years of Service
A MEREDITH STATION
Room 280 • Insurance Building • Omaha
JOHN BLAIR & CO., REPRESENTATIVES

## Radio Stamp Issued

RADIO Monte Carlo is pictured on stamps for 1, 15 and 30 francs issued by the post office of Monaco. Philatelic experts say this is the first time a radio station has been honored in this way. Station broadcasts simultaneously in medium waveband, 1466 kc with 120 kw, and in two shortwave bands with 30 kw, according to Pan American Broadcasting Co., which represents the station in the United States.

## CBC ON PROGRAMS

### Improvement Is Noted

IMPROVEMENT in programming of all Canadian stations was noted by the Canadian Broadcasting Corp.'s board of governors at its March 21 meeting in Toronto. But it also said in announcing the renewal of seven small station licenses that the "board will continue to keep program patterns of private stations under review."

**All applications for share transfers and changes of licenses from individuals to companies, except that of CKRS Jonquierre which was deferred for further study, were approved during the meeting. CJON St. John's, Newfoundland, was authorized a broadcast pick-up license to operate in the 152-174 mc band. Stations which had their licenses renewed were CHLO St. Thomas; CJOY Guelph; CKBL Matane; CKOK Penticton; CKEN Kentville; CJDC Dawson Creek, and CJRW Summerside.**


They know at home

MORE $$ VOLUME

IN LOCAL BUSINESS THAN ANY OTHER STATION IN TOPEKA!

WREN offers you

- top ratings
- wide coverage
- lowest cost per listener

WREN

5000 WATTS

ABC TOPEKA

Represented Nationally by Weed & Co.


# NARTB HONORED

## Truman, Candidates, Send Greetings

ABILITY of the radio and television industries to help people know what is happening in the world, aiding them in making proper decisions, will determine their importance in the national structure, President Harry S. Truman told NARTB in a telegram of greeting to the 30th annual convention held in Chicago March 31-April 2.

Greetings also were sent by three leading Presidential candidates—Sen. Robert A. Taft (R-Ohio); Sen. Estes Kefauver (D-Tenn.), and Sen. Richard B. Russell (D-Ga.).

Sen. Kefauver congratulated radio and TV for making the most of their opportunity to serve the public during the recent crime hearings. He added that they are performing "an invaluable service for the freedom of the world and the cause of democracy in bringing the American people and their government closer together . . ."

Text of President Truman's greeting follows:

**Please extend my greetings to those attending the 30th annual Convention of the NARTB. These 30 years have brought radio from the status of an infant to the stature of a giant in American life and have also witnessed the birth and unprecedented expansion of television. This has been fortunate for the American people because never have they needed, as much as in the last three decades, such elaborate communication media to keep pace with the national and international problems confronting us. Much as we all enjoy the entertainment features of radio and television, in the last analysis the importance of these industries will always depend in a large measure upon their ability to help the people know what is going on in the world so that the people can make the right decisions for their welfare and safety.**

Sen. Kefauver's message follows:

**I wish to congratulate your association on its 30th birthday. No praise is too high for the fine work you radio broadcasters and telecasters have done and are doing better and better every day. You have a rare opportunity to serve the general welfare, for the potentialities of your media are almost limitless. You have seized and made the most of that opportunity as I know from personal experience, especially in the crime hearings I had the honor to lead for a time.**

**You were invaluable allies in focusing the attention of the American people on the twin evils of crime and corruption. You have brought into almost every American home and to millions of people abroad a fair report of the events of the day and a lively discussion of the problems that face us.**

**You are performing an invaluable service for the freedom of the world and the cause of democracy in bringing the American people and their Government closer together, thus promoting the kind of mutual understanding upon which national unity rests. A well-informed public is essential if we are to achieve the full promise of American life and we shall all work together to make the public even better informed.**

**As you probably know, I have proposed to Congress that a regular question and answer period be established at which the heads of the executive department would be asked to appear on the Congressional floor to explain their problems, report progress, and answer questions. This would clarify issues and bring closer cooperation between the executive branch and the Congress.**

**It would also serve as a great public school of political education if, as I also propose, these question and answer periods were fully covered by the press, by radio and by television. This would give all of us, from coast to coast, a better insight into our Government. Through our marvelous modern means of communication we could thus establish on a national scale a kind of New England town meeting at which everybody sits in on matters of common concern.**

**The radio and TV broadcasters of America have a proud record, having led the way for all the world. Keep up the good work, as I know you will. With deep appreciation of all you have done, I wish you the best of luck for the future.**

Sen. Taft's message:

**Congratulations on your annual convention. I understand this is the largest meeting of radio and television broadcasters and I wish you a profitable and enjoyable time.**

Sen. Russell's greeting:

**Congratulations and best wishes to the NARTB on the occasion of their 30th annual convention in Chicago on March 30.**

## BAVARIAN RADIO STUDY

### 40% is FM—State Dept.

THERE are approximately 1.5 million FM listeners in Bavaria, with 400,000 or 40% of the total registered radio receivers being FM sets, according to a Radio Munich estimate revealed by the Dept. of State.

The survey, another in a series made public by the department on the status of FM in Germany [B•T, March 31], estimates that about 27% of all sets in Western Germany are FM-equipped. Local dealers there also have started a cooperative campaign designed to increase FM set ownership.

Additionally, Radio Munich will concentrate more heavily on FM programming, with a new drive scheduled to get under way last Tuesday. New FM programs will feature entertainment and newscasts. Many shows originally broadcast first over medium wave will be aired initially on FM now, it was reported.

## Baseball Sound Effects

CHARLES MICHELSON Inc., New York, has announced the availability of a special group of five Speedy-Q double-faced baseball sound-effects phonograph records. The discs are designed to recreate actual background of baseball games.

**NATIONAL NIELSEN RATINGS**
**TOP RADIO PROGRAMS**
**(Total U. S. Area, Including Small-Town, Farm and Urban Homes and including Telephone and Non-Telephone Homes)**
**EXTRA WEEK, FEBRUARY 24-MARCH 1, 19[illegible]**
**Evening, Once-a-Week**
**NIELSEN-RATING***

| Current Rank | Program |
|---|---|
| 1 | Amos 'n' Andy (CBS) |
| 2 | Jack Benny (CBS) |
| 3 | Lux Radio Theater (CBS) |
| 4 | Charlie McCarthy (CBS) |
| 5 | People Are Funny (CBS) |
| 6 | Suspense (CBS) |
| 7 | You Bet Your Life (NBC) |
| 8 | Dragnet (NBC) |
| 9 | Godfrey's Talent Scouts (CBS) |
| 10 | Fibber McGee & Molly (NBC) |

**NOTE: Number of homes is obtained by applying the "Nielsen-Rating" (%) to 42,[illegible],000—the 1952 estimate of Total United States Radio Homes.**

**(*) Homes reached during all or any part of the program, except for homes listing only 1 to 5 minutes.**


**Copyright 1952 by A. C. Nielsen Co.**


## INVENTORIES

### Feb. Stores 'Inadequate'

"INADEQUATE" inventories last February for low-priced radio receivers and 17-inch table model TV sets were claimed by 13% of retail stores covering five cities, the National Production Authority announced last Monday.

NPA's Office of Civilian Requirements, under Administrator Walter J. Currie, surveyed retail outlets in 10 cities for availability of selected essential low and medium-priced consumer durable goods during February. Study revealed only occasional reports of low inventories or difficulty in obtaining new merchandise, Mr. Currie said.

Retailers advised that new supplies of inexpensive radio sets and 17-inch table video receivers "were cut off from some sources." Other TV set models were not included in the list of 37 items checked.

About 20% of the stores reported "limitations on shipments" of 17-inch sets and other products. "Some of these allotments to retailers may be due to customary trade practices," NPA explained.

The survey covered dealers and chain stores in Boston, New York, Philadelphia, Pittsburgh, Detroit, Chicago, Cincinnati, Birmingham, Houston and Los Angeles. Study was made for NPA by the Bureau of Labor Statistics.


WDUZ

ABC NETWORK

in GREEN BAY, WIS.

★ JOHNSTON CRACKERS (KVP & D) RENEWS SPOT CAMPAIGN FOR NINETEENTH CONSECUTIVE 13-WEEK PERIOD.

BEN A. LAIRD, PRES.

CALL JOHN E. PEARSON CO.

# CONELRAD PLANS

## Funds Cut May Not Hurt

TESTING of FCC's Conelrad, or permanent broadcast alert plan for radio station participation in the event of hostile air attack, may escape appreciable impairment despite House action fortnight ago.

An FCC spokesman said that while the fund slash for monitoring and field engineering activities "is not good," Conelrad still would be pressed into action when practicable.

The House upheld recommendations of its Appropriations Committee, which allotted the Commission $125,000 for acquisition of new equipment at existing monitoring outlets but made no allowance for new stations or additional personnel requested for these functions [B • T, March 24, 17].

The Senate still must vote on these funds, contained in the independent offices expenditures bill for fiscal 1953, beginning July 1. The Senate Appropriations Committee has completed hearings on the FCC phase.

Broadcasters currently are operating under the "interim" plan calling for 24-hour, around-the-clock operation by key 50-kw clear channel outlets. It was understood that the main roadblock in the path of operating Conelrad is the question of what agency shall pay for setting up telephone lines—the Federal Civil Defense Administration or the Continental Air Defense Command, which drafted the broadcast alert plan.

The House sustained its appropriations group in cutting requested FCC funds for monitoring and field engineering activities. Most immediate effect of the House action is that it bypasses monies for 86 people requested by the Commission for "functions relating to the electronic and magnetic radiation control (Conelrad)." These functions relate primarily to testing of Conelrad.

Former FCC Chairman Wayne Coy had testified before the Independent Offices subcommittee that 19 jobs pertain to this critical work. He placed Conelrad estimates at roughly $260,000 for fiscal '53.

The Conelrad plan, entailing voluntary participation by broadcast stations with slight equipment changes, has been financed out of a trust fund involving transfer of funds from the U. S. Air Force to FCC. Members of the FCC chief engineer's staff are compensated from this fund.

The Commission requested funds to build four new monitoring stations, estimated at $307,000, plus another $250,000 to replace worn-out equipment at 11 primary and seven secondary stations. The $125,000 sum represented half of the latter figure for replacement.

"The number of monitoring stations which we have and our lack of ability to staff those stations on a full 24-hour, seven-days-a-week basis, has created what we believe is a major crisis in the national defense aspect," Mr. Coy testified.

Presumably, this is the background for current 24-hour "skywave" operations of the nation's 50 kw stations, underway in recent weeks. Under this interim plan, all stations could be asked to leave the air on proper authority. In a similar action last year, the House wiped out a similar bid for monitoring and engineering funds.

TESTING ABC's new master control center in the network's new studios are (l to r) William Trevarthen, director of engineering operations; John Bourcier, New York AM operations supervisor, and Frank Marx, vice president in charge of engineering. New ABC radio studios are located at 39 W. 66th St., New York. First program was aired 6 a.m. March 31.

GENE AUTRY, western TV and film star, signs with General Features Syndicate, N. Y., for daily and Sunday comic strip based on his TV adventures.

# HADACOL RULING

## Jurisdiction Affirmed

QUESTION of jurisdiction over Hadacol reorganization by the U.S. Southern District Court in New York has been settled. Judge William Bondy ruled on March 25 that the matter fell within proper domain of his bench.

Matter had been weighed since last fall when a southern group of Hadacol creditors—including members of the Dudley Le Blanc family—sought to have reorganization of the corporation handled by southern courts, raising the jurisdictional question when the New York court appointed Milton F. Rosenthal, New York attorney, as trustee, on Oct. 5.

Judge Bondy's ruling leaves the way open for Mr. Rosenthal to continue conduct of the Hadacol business, unless the decision is appealed. Representatives of his counsel predicted last week that it may take some time before opposing parties even know whether they will appeal.

Reorganization of the business, in process for several months, is still too new to measure, it was indicated, since much of the effort has resulted in clearing dealers' shelves rather than lowering the corporation's measurable inventory. One basic matter still has not been solved, however: The Federal Trade Commission suit against previous Hadacol advertising methods. Possible solutions are for the trustee to enter a consent decree—in effect, to make wide compromises with the FTC—or to see the matter through legal channels, expected to be a time-consuming process. Concern of many creditors last week was that the longer the reorganization is extended, the less chance for any of them to make good the bills they hold.

## Scott Radio Names

SCOTT RADIO Labs., Chicago, which also owns John Meck Industries and Meck Television Inc., has named Ross Roy Inc., same city, to handle advertising on all divisions. Radio and television will be used. Mark Martin, vice president of the agency, is account executive.

# RADIO SALES PULL

## WOV Cites Mueller Results

ITALIAN language broadcasts on WOV New York, bi-lingual independent, proved a real booster for sales of Mueller's Macaroni Products in a market dominated by Italian-name brands, results of a test have revealed.

After 13 weeks of broadcasts—bolstered by night and morning announcements in WOV's English language time—a six-day premium offer was made: send in a box top to receive a free steak knife. Response was 8,166 replies, more than double the figure set by Scheideler, Beck & Werner, the agency, as satisfactory. Overflow mail received after the established deadline was not even counted.

The Italian response of 5,825 was viewed by WOV General Manager Ralph Weil as particularly astounding, inasmuch as Mueller's had not achieved wide distribution in Italian stores—meaning that many listeners had to go beyond their usual shopping centers to make Mueller purchases.

A concurrent test of WOV's English language pull showed similar results: one announcement daily for six days on two programs *(Prairie Stars* and *Wake Up New York)* brought in 2,341 replies, again double what Mueller's would have settled for as satisfactory in proportion to advertising costs, according to the station.


We're tooting our own horn . . .

Our boss says . . .

Use a bass horn, too, because of the *LOW-low*-cost per thousand radio homes delivered by KWK.

Sound out your Katz man. He has the facts—based on Pulse figures, too.

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY



DAY AND NIGHT

WHIZ has the HIGHEST* share of radio audience of all NBC Hooper rated stations

Morning- 76.5
Afternoon 69.7
Evening- 79.7

* NOVEMBER, 1951-HOOPER

WHIZ ZANESVILLE, OHIO

# FTC BARS 'FREE'

## *Cannot Be Used In Ad Copy*

THE WORD "free" eventually may disappear from all broadcast and published advertising claims as a result of a ruling promulgated by the Federal Trade Commission within the past fortnight.

There were strong indications, too, that the Better Business Bureaus of major cities would crack down on companies, dealers and other groups who use this bait in connection with the advertising and sale of merchandise.

The commission doesn't prohibit the word or similar phrases in so many words, but is falling back on a stringent interpretation of its deceptive practices statute. It now has the backing of federal courts to administer the new policy.

By an order handed down April 2, FTC reminded that an appellate court has affirmed the interpretation banning the use of "free" and requiring a more judicious use of phraseology in connection with advertising claims. The Supreme Court, in effect, upheld it by refusing to review the order.

The Washington Better Business Bureau has served notice on local dealers, it was learned, that it will refer all such instances of alleged violation to the commission. A spokesman said this practice may be followed throughout the country.

Firms and dealers, when offering gifts or gratuities, are urged by bureaus to abandon the use of "free" and qualify such offers with the reservation that they are "given without extra or additional charge" with other purchases. Another requirement is that the item offered "free" be of the same quality and value as that purchased. FTC authorities withheld official comment on the ruling.

A BBB official conceded that under such a literal interpretation, no offer actually could be construed as "free" inasmuch as the recipient has to perform such action—merely by applying— to take advantage of it. FTC has been awaiting court affirmation before cracking down, he explained.

There was confusion in ad agency circles last week as a result of the FTC order, which actually has been on the FTC books since early 1948.

The issue was posed casually during a panel session of a luncheon held by the Washington Advertising Club of the District of Columbia last Tuesday.

Henry L. Kronstadt, president and media director of Kronstadt Advertising Agency, Washington, observed that as a result of the FTC ruling, it has become "dangerous" to use the word "free" in ad claims.

### Strict Interpretation Questioned

Kronstadt and other agencies reportedly have questioned whether the strict interpretation offered by the commission prohibits certain related uses of the word and generally have advised clients to steer clear in their ad claims lest they run afoul of FTC's deceptive practices statute.

The U. S. Court of Appeals for the Second Circuit in New York affirmed the commission's ruling last November and the U. S. Supreme Court last month denied a petition for *writ of certiorari*, thus throwing out the case. It was reportedly the first time the "free-without-any-strings-attached" issue had reached the high tribunal.

The case involves a commission order citing Modern Manner Clothes, New York, for making such claims in their representations.. After the appellate court affirmed the decision the respondents, Joseph and Sadie Rosenblum, filed a petition with the high court, which refused review March 24.

FTC's administrative interpretation, which appeared in the Federal Register in February 1948, reads as follows:

The use of the word "free", or words of similar import, in advertising to designate or describe merchandise sold or distributed in interstate commerce, that is not in truth and in fact a gift or gratuity or is not given to the recipient thereof without requiring the purchase of other merchandise or requiring the performance of some service inuring directly or indirectly to the benefit of the advertiser, seller or distributor, is considered by the commission to be a violation of the Federal Trade Commission Act.

The question was raised by Mr. Kronstadt whether the interpretation prohibits use of the phrase "free of extra charge" with respect to offers of certain items. According to the Washington Better Business Bureau, it does.

An FTC spokesman pointed out that the ruling was prompted by numerous complaints and that some companies or small firms have circumvented the intent of the statute by holding so-called "one cent sales."

Modern Manner Clothes in New York had advertised wearing apparel with reference specifically to "free goods."

**CREATING a leaning tower of Pisa from 24,000 entries to a $100-weather contest is Ken Allen (l), WKBH La Crosse, Wis.'s m.c. of *Man on the Street*. He staged contest for sponsor, La Crosse Breweries. Mr. Allen, who toppled the stack just after picture was taken, is assisted by Mrs. Margaret Magin, who handled paper work, and Carl Michel Jr. (r), representing sponsor.**

## PUBLIC SERVICE

### KNOX, WANS Make It Pay

SUCCESS in signing sponsors for station's *Baukhage Talkin'* show was realized at KNOX Grand Forks, N. D., when the KNOX sales staff hit on idea to sell public service announcements to companies such as real estate offices and banks which did not ordinarily use radio advertising.

Each sponsor got one announcement per week supplied by the National Safety Council with credit given to the sponsor for making the message possible. When the idea clicked, Elmer Hanson, general manager of the station, wrote the good news to MBS's co-op department with which it is affiliated.

Publication of the idea in a memo sent to all MBS stations prompted WANS Anderson, S. C., to give it a try. Result: 15 out of 21 firms approached in Anderson signed up to sponsor a co-op news broadcast on WANS.

## On All Accounts

*(Continued from page 12)*

(TV), and thrice weekly Tom ... mon sports-newscasts on K... plus special radio and televi... spot campaigns from time to t... Shontex Co. (hair conditio... shampoo), now conducting a ... radio campaign on Western ... tions; Hoffman Candy Co. (Co... Gold candy bar), which rece... increased its distribution 1,... over a six months' period maint... the use of radio programmin... Los Angeles; Bandini Co. (f... lizer); Gordon Bread, and B... Boy Bakeries (confection rolls).

Miss Koren was born in Chic... 26 years ago. When she was se... the Korens moved to Los Ange... Loyal to her adopted city, it wa... until 1948 that she even got to ... one of the West Coast's other ... tractions, San Francisco, and ... it was on business for Foote, C... & Belding.

She was graduated from Bev... High School in 1945. From th... she took a job with Hughes A... craft Co. in the engineering dep... ment. She supplemented her ... come by singing evenings with ... popular dance band in various l... spots. Two years later, she des... ed Hughes for advertising.

Miss Koren shares a gar... apartment in Los Angeles' W... shire district with "Gus the Gre... a champagne-colored minia... French poodle. One of her act... hobbies is cooking, with partic... emphasis on foreign dishes. N... project will be learning how ... play the piano.

## PLANT EMPLOYMENT

### Chicago Area Down 27%

ALTHOUGH employment in C... cago-area electronics plants is de... more than 27% from a year ag... the region is still not classed a... "distressed" and therefore is u... able to get priority on the list ... government contracts. This w... reported to the board of the Radi... Radio Industries of Chicago at ... emergency session called by Pre... dent Leslie F. Muter last week.

Mr. Muter, discussing the ne... Defense Manpower Office directi... which favors letting contracts ... firms in "distressed areas," point... out that "the world's largest co... centration of radio, television a... electronic equipment and co... ponents manufacturers" has be... "fighting an uphill struggle f... its share of government orders."

# When "SMITTY" Plays Southwesterners Listen

"Smitty." KROD staff organist for six years.

## YOU Can Buy "SMITTY"

This versatile, talented organist is available for sponsorship on your own live —tailor-made— local show, OR you can participate with one or more spots on Smitty's popular mail-pull show, "Request-A-Tune," 2:30 to 2:55 p.m. Monday through Friday. The audience is here, waitin' to hear YOUR message. See any Taylor man for details.

CBS RADIO NETWORK IN EL PASO

**KROD**

600 KC 5,000 WATTS

RODERICK BROADCASTING Corp.
DORRANCE D. RODERICK
Chairman of the Board
VAL LAWRENCE
President and Gen. Mgr.

REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

**BASEBALL**
SOUND EFFECT
RECORDS
5 D/F SPEEDY-Q DISC
COVER ALL REQUIREME
$10. or $2. ea.
Order C.O.D. Today While Supply La
Charles Michelson, In
15 West 47th St., N. Y. 36

# programs promotion premiums

IVIC club promotion of program on WGST Atlanta, *I Was a Communist for the I*, is assisting the station and nder Motors, Atlanta Dodge l Plymouth dealer, to put the gram across. One of four inested clubs is Atlanta Lions, ich gave the promotion top spot its monthly luncheon, for show ich began fortnight ago.

●—●—●

**COVERS HOME SHOW**

OME Builders Show, Cincinnati, being promoted by WLWT (TV) ere by exclusive contract with ncinnati Home Builders Assn. *idwestern Hayride*, heard on the tion as well as the NBC netrk, will originate from show on pril 19, the opening date. Thirtyree members of the station's talt roster will make personal apearances and telecast coverage is anned for opening ceremonies. ow will run through April 27.

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**HOW MUST GO ON**

BEST trouper tradition, Bill aschmeier, WPTR Albany's ungest disc jockey, age 4, overme the problem of measles by doing his part of the *WPTR Children's Playhouse* over the telephone hile his father, Howard Maschmeier, did his end of the show om the studio. Young disc jockey heard each Saturday on a children's record program.

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**SPEED RECORD CLAIMED**

NEW speed record for filming, developing and airing newsreel film claimed by WPTZ (TV) Philaelphia. Station's film unit took ictures of U. S. Attorney General ames P. McGranery on April 3, wo and a half hours after his appointment to the President's cabinet shortly before 4:30 p.m. Shots med between 7 and 7:20 p.m. ere seen on NBC's *Camel News aravan* same night, 7:45-8 p.m.

**RADIO'S ECONOMY VALUE**

PROMOTION stressing economy of radio advertising compared to cost of other media has been distributed by WBBM Chicago. Copy deals with one advertiser's "case history" and points out that money spent in radio produced results far greater in ratio to money spent than did advertising through any other medium.

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**SIGN LANGUAGE**

NEW technique is being used by Mary Jones, women's commentator for WFIL-AM-TV Philadelphia, on her weekly TV program. Program is conveyed in sign language for deaf and hard-of-hearing. As result, nearly 2,000 laudatory letters came to station after first effort and method was continued as regular feature on TV. One camera covers interpreter exclusively throughout half-hour program each Wednesday, and other two focus on Mary and Howard Jones and their guests.

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**CLASSROOM PROGRAMS**

TV classroom series will resume on WAAM(TV) Baltimore April 23. Show, titled *Baltimore Classroom: 1952*, will be patterned after the 1950 series. Program, seen once a week, telecasts unrehearsed sessions from local public school classrooms.

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**CALIFORNIA MARKET**

LETTER pointing up Southern California as all-year market—and particularly in summer months—is being distributed to trade by KNX Los Angeles under signature of Edwin W. Buckalew, assistant general manager in charge of sales. Letter says over one quarter of year's total retail sales are made in three summer months and notes influx of tourist trade. Figures are quoted on sets-in-use in area and KNX average share of summer audience in Los Angeles.

**KLZ PROMOTES SERIES**

PROMOTION drive has been launched by KLZ Denver for its *Philo Vance* series under sponsorship of Denver National Bank. Station placed cartooned cards at each teller's window, prepared colorful statement insert, designed a lobby easel and display window and aired announcements and motion picture trailers. Display uses "Wanted, to Solve Baffling Mysteries" as theme and books by S. S. Van Dine, original author.

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**SCHOLARSHIP PLAN**

FOR seventh consecutive year, KFAB Omaha is cooperating with U. of Nebraska on its "In-Service Scholarship" program. Station takes students from the school's radio department for summer training in studios. Past winners, including announcer Bob Jones and farm director Herm Harney at KFAB, have gone on to key jobs in the broadcast field, according to Harry Burke, KFAB general manager, who made announcement.

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**NEW INDUSTRY**

CAMPAIGN to attract new industry to the San Francisco East Bay area has been started over WPIX (TV) New York through Ryder & Ingram, Oakland, Calif. Series consists of three five-minute programs dramatizing advantages of Alameda County as an industrial location. Ross Ryder of agency is account executive on drive, launched for metropolitan Oakland March 30.

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**HOLIDAY SHOWS**

PLANS for entertaining children Memorial Day are being mapped by Spooks Beckman, m.c. of *Big Bear Dollar Derby* on WLWC (TV) Columbus, Ohio. Mr. Beckman got idea from Washington's Birthday circus show he put on for children. Station decided that on future school holidays, Mr. Beckman will put on similar program for kids, issuing tickets in advance for the show.

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**"HARD SELLING" PAMPHLET**

"HARD selling" pamphlet, pointing up an advertiser's accolade in response to announcements on its daily *Every Woman's Hour*, featuring Helen Brooks, home economist, is being circulated by WFBR Baltimore. Message conveyed is just how well advertiser's product gets across via radio "especially in a strong TV market." Advertiser cited in the piece is The Sofskin Co., Bloomfield, N. J., maker of skin cream.

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**RADIO PLUGS MERCHANDISE**

RETAIL buying is getting a lift from WNEW New York. Station has begun extensive campaign of "reminder-to-buyer" announcements designed to make listeners aware of their needs for various kinds of merchandise. Over 100 unsponsored spots of this type are aired by the station daily to stimulate retail buying which has reportedly been at an unusually low ebb of late.


*Mr. William J. Hecker*
*Cecil & Presbrey*
*Cincinnati, Ohio*

*Dear Bill:*

*Gist yestidy I seen a memo on the boss' desk with a hull mess uv figgers. Down at th' bottom it sed that WCHS with 5,000 watts on 580 haz more listeners hyar in West Virginny than any other stashun in th' state. Ef'n you add thet to the fact thet we hev more listeners hyar in Charleston than all th' other four stashuns, you can shore see that WCHS will sell a hull lot of Redtop.*

*Yrs.*
*Algy*

WCHS
Charleston, W. Va.

WWJ
•
NBC
AFFILIATE
IN
DETROIT
•
Owned and Operated
by
THE DETROIT NEWS
•
National Representative
THE
GEORGE P. HOLLINGBERY
COMPANY

immediate revenue producing
regional promotion
campaigns

23 years of
service to the
broadcasting industry

*experienced sales personnel will sell community programs throughout your coverage area*

HOWARD J. McCOLLISTER Company

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

# BASEBALL

## Additional Radio-TV Schedules Announced

FURTHER baseball signings and broadcast schedules have been announced by radio and TV stations.

Complete home schedule of the Boston Red Sox will be telecast through joint sponsorship of the Atlantic Refining Co., Narragansett Brewing Co. and Liggett & Myers Tobacco Co.

To 77 home games will be added two pre-season games between the Red Sox and the Boston Braves, April 12-13. The TV coverage will be alternated between WBZ-TV and WNAC-TV Boston. In addition arrangements are being made to have 31 games carried by WJAR-TV Providence.

Under the same joint sponsorship, all 154 home-and-away Red Sox games will be aired over WHDH Boston and fed to a network of 15 stations in Massachusetts, Rhode Island, Connecticut and New Hampshire.

Curt Gowdy, Tom Hussey and Bob LeLaney, veteran New England sportscasters, will handle both radio and TV announcing.

Agencies directing the broadcasts are N. W. Ayer & Son for Atlantic Refining and Cunningham & Walsh for Narragansett Brewing and Liggett & Myers.

Atlantic Refining, along with the Adam Scheidt Brewing Co., will sponsor games of the Philadelphia Athletics and Phillies.

Philadelphia baseball video schedule calls for 58 day games, 43 of which are to be played on weekends or holidays. No night games are to be telecast.

WIBG Philadelphia will air the radio broadcasts, with 16 other stations from Wilmington through eastern Pennsylvania hooked into the Athletics-Phillies network.

Telecasts will be divided among three Philadelphia stations, WPTZ (TV), WFIL-TV and WCAU-TV.

Announcers will be Byrum Saam for the Athletics and Gene Kelley for the Phillies with Claude Haring as alternate and color man for both.

In addition, WFIL-TV will present Messrs. Saam and Kelley in a 15-minute program, *Strictly Baseball*, Monday, beginning April 14.

### Washington Plans

WWDC-AM-FM Washington will air the full 154-game schedule of the Washington Senators in addition to 12 pre-season exhibition games. Phillips Radio & Television Co. and the Christian Heurich Brewing Co. (for its Old Georgetown beer) will sponsor all broadcasts on an alternating basis.

KRIC Beaumont, Tex., will air MBS' *Game of the Day* during the afternoon. During the evening the station's sportscaster, Ed Dittert, will describe games of the Beaumont Roughnecks.

KNOE Monroe, La., will broadcast all home-and-away games of the Monroe Sports with Irving Zeidman, KNOE program director, handling play-by-play. Frigidaire and the Coca-Cola Co. share sponsorship.

WOAI-TV San Antonio, as a public service, was to telecast an exhibition game last Saturday between the St. Louis Browns and the Brooke Army Medical Center Comets by remote pickup from Ft. Sam Houston's Christy Mathewson Field. The game was to be carried to the bedsides of 2,000 patients of Brooke Army Hospital where a TV receiver is available in each ward.

WMAR-TV Baltimore will telecast home games of the Baltimore Orioles (International League) on a two games per week basis for the fifth straight year. Covered will be Thursday night games and the first game of each Sunday afternoon double-header, station announces, with Chuck Thompson handling play-by-play assisted by John McLane. Gunther Brewing Co. will sponsor the telecasts, coverage of about a total two-dozen games. Biow Co. was the handling agency.

FOR FINEST TAPE RECORDING
WESC
Greenville, S. C.
USES
Magnecorder
—FIRST CHOICE OF ENGINEERS!
Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!
FITS EVERY PURPOSE—EVERY PURSE!
PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!
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## KXOK Bat Boy

CONTEST being conducted by KXOK St. Louis, the Browns baseball station for this season, will award $500 and a job as the Brownies bat boy to the lad, 10 to 16, who writes the best 150-word letter on "Why I want to be bat boy for the Browns." Second place winner in the contest, which ends April 13, will be bat boy for the Browns' visiting opponents.

## James A. Willard

JAMES A. WILLARD, 63, was a children's favorite as "Uncle Wip" on WIP Philadelphia from 1932 to 1936, died April 3 of heart ailment at his North Philadelphia home. Mr. Willard was in the visual education department of the Society for Prevention of Cruelty to Animals. His wife, Mrs. Elsie T. Willard, survives.

# FCC actions

APRIL 4 THROUGH APRIL 10

| | | |
|---|---|---|
| **CP-construction permit** | **ant.-antenna** | **cond.-conditional** |
| **DA-directional antenna** | **D-day** | **LS-local sunset** |
| **ERP-effective radiated power** | **N-night** | **mod.-modificatio** |
| **STL-studio-transmitter link** | **aur.-aural** | **trans.-transmitte** |
| **synch. amp.-synchronous amplifier** | **vis.-visual** | **unl.-unlimited ho** |

**STA-special temporary authorization**

*Grants authorizing new stations and transfers, accompanied by roundup of new station and transfer applications, begin on page 96.*

### April 4 Decision . . .

**COMMISSION EN BANC**

**Granted 1430 kc**

**WHIL Medford, Mass.**—Granted mod. CP to change from 1540 kc, 250 w, D, to 1430 kc, 500 w, D and change type of trans. [B•T, April 7].

### April 8 Decisions . . .

**BY FCC BROADCAST BUREAU**

**Granted License**

**WIST Charlotte, N. C.**—Granted license new AM station: 930 kc, 5 kw-LS, 1 kw-N, DA-N, unl.; cond.

**WCMY Ottawa, Ill.**—Granted license new AM station: 1430 kc, 500 w, D.

**KABR Aberdeen, S. D.** — Granted license new AM station: 1220 kc, 250 w, D.

**WGAF Valdosta, Ga.**—Granted license for new AM station: 910 kc, 5 kw, DA-N, unl.; cond.

**WJBY-FM Gadsden, Ala.**—Granted license new FM station: 103.7 mc (Ch. 279), ERP 2.45 kw, ant. 78 ft.

**WAGA-FM Atlanta, Ga.**—Granted license new FM station: 103.3 mc (Ch. 277), 42 kw, ant. 530 ft.

**WSGN-FM Birmingham, Ala.**—Granted license new FM station: 93.7 mc (Ch. 229), 55 kw, ant. 850 ft.

**WTOC-FM Savannah, Ga.**—Granted license new FM station: 97.3 mc (Ch. 247), 5 kw, ant. 260 ft.

**KTAC Tacoma, Wash.**—Granted license covering frequency change, change hours of operation, [illegible] tion of DA-N and change in [illegible] location; cond.

**KSOO Sioux Falls, S. D.**—Gra[illegible] license covering change in hours operation from limited to unl. w[illegible] kw N, 10 kw D, installation of D[illegible] and change trans. location; cond.

**WMSC Columbia, S. C.**—Grante[illegible] cense covering increase in N p[illegible] and changes in DA: 1320 kc, [illegible] DA-N, unl.; cond.

**WPEN-FM Philadelphia, Pa.**—Gr[illegible] ed license covering changes in e[illegible] ing FM station: 102.9 mc (Ch. 27[illegible] kw, ant. 420 ft.

**Granted Modification**

**KDSJ Deadwood, S. D.**—Gra[illegible] mod. CP to change main studio l[illegible] tion and extend commencement [illegible] completion dates to 2 months an[illegible] months from date of grant, res[illegible] tively; cond.

**Extend Completion Date**

**KNBR North Platte, Neb.**—Gra[illegible] mod. CP for extension of comple[illegible] date to 6-15-52; cond.

**KPOL Los Angeles**—Granted [illegible] CP for extension of completion [illegible] to 8-7-52; cond.

**WARM Scranton, Pa.**—Granted [illegible] CP for extension of completion [illegible] to 7-15-52; cond.

**KG2XAZ, Associated Bestrs. I[illegible] Near Easton, Pa.**—Granted mod. [illegible] for extension of completion date [illegible] 10-2-52.

**WTIC Hartford, Conn.**—Granted [illegible]


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*Member AFCCE*

for extension of completion dates
to 11-1-52.

**7 p.m. Sign Off**

KASI Ames, Iowa—Granted request for authority to sign off at 7:00 p.m. during May, June, July and August.

**License Extended**

WRLD-FM Lanett, Ala.—License extended on temporary basis to July 1, 1952.

*(Continued on page 96)*

## MARCH BOX SCORE

STATUS of broadcast station authorizations at the FCC on March 31 follows:

| | AM | FM | TV |
|---|---|---|---|
| Total authorized | 2,413 | 650 | 108 |
| Total on the air | 2,339 | 636 | 108 |
| Licensed (all on air) | 2,322 | 574 | 94 |
| Construction permits | 91 | 76 | 14 |
| Total applications pending | 1,063 | 143 | 620 |
| Total applications in hearing | 223 | 9 | 185 |
| Requests for new stations | 320 | 6 | 521 |
| Requests to change existing facilities | 205 | 13 | 53 |
| Deletion of licensed stations in March | 0 | 3 | 0 |
| Deletion of construction permits | 2 | 0 | 0 |

# CLASSIFIED ADVERTISEMENTS

*Payable in advance. Checks and money orders only.*

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
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## Help Wanted

### *Salesmen*

**Two station** western New York market of 95,000 has opening for loyal reliable self starting salesman with car. Must know radio. Earning possibilities unlimited $75.00 weekly plus 5% for good man. Box 763M, BROADCASTING • TELECASTING.

**50,000 watt** AM, needs topflight salesman working protected accounts, in a friendly and easy to live in south Texas market. Write K-SOX, Harlingen, Texas.

### *Announcers*

**Key job** for better than average experienced announcer with first class ticket. Pleasant small city upper midwest. Long established net affiliate. Low turnover. $75.00 and raises. Send audition and facts Box 183M, BROADCASTING • TELECASTING.

**Wanted,** experienced announcer-engineer for progressive southeastern city. Announcing ability-permanency most important. $70.00 per week and talent shows. Send photograph and disc first reply. Box 296M, BROADCASTING • TELECASTING.

**Experienced announcer** by Rocky Mountain area network station. Send full particulars, audition record and salary requirement first letter. Box 399M, BROADCASTING • TELECASTING.

**Combination** announcer-engineer, 1st phone, needed for opening at northeastern station. This will be a permanent position for the right man, who can handle all kinds of programs capably. Starting salary $300 per month. Regular pay increases. Rush full details. Box 504M, BROADCASTING • TELECASTING.

**Immediate opening** for strong night announcer with network affiliate. Pay dependent on ability. Box 536M, BROADCASTING • TELECASTING.

**Combo-man,** with first phone for permanent job with fulltime northeast independent. We've been enjoying the results of sound business operation for over two years. There is a good future here for a man who wants to settle down in a friendly community. Salary starts at $300 per month with regular increases. No floaters wanted. Box 564M, BROADCASTING • TELECASTING.

**Announcer-engineer** first class ticket, $65.00 to start. Southern network station. Opening immediate. Box 571M, BROADCASTING • TELECASTING.

**Hillbilly** and commercial man. Southwest NBC regional wants early morning hillbilly jockey and MC who can also do acceptable straight commercial. 40 hours. TV minded. Send detailed letter, photo and versatile tape or disc. Box 639M, BROADCASTING • TELECASTING.

**Announcer-engineer** first class ticket. $60.00 to start. Virginia network station. Opening immediate. Box 724M, BROADCASTING • TELECASTING.

**1000 watt** independent daytimer near Chicago wants staff announcer. Personal interview required. State age, experience. Box 753M, BROADCASTING • TELECASTING.

**Good combo man** needed May First by progressive network station in New Mexico, high guarantee. Send all particulars first letter. Box 756M, BROADCASTING • TELECASTING.

**Experienced newsman,** ability to gather write, deliver news. Iowa kilowatt prefers man with farm background. Rush details, experiences, tape, photo, references. Box 773M, BROADCASTING • TELECASTING.

## Help Wanted (Cont'd)

**Announcer-engineer.** South Carolina 1 kw daytimer. Emphasis on announcing. Will give inexperienced man with good voice and reading ability an opportunity. Give full details in first letter. Good working conditions. Box 778M BROADCASTING • TELECASTING.

**DJ wanted**—Negro DJ for major market. A real opportunity for one with experience and dependability and able to do A-1 sell job on air. Give full particulars to Mr. Sloan, KXLW, St. Louis, Missouri, DElmar 1320.

**Immediate opening** for staff announcer heavy on news. Send disc and full information first letter. Radio Station KVAL, Brownsville, Texas.

**Combo-man,** Pacific northwest kilowatt independent. Good man can start at $72.50. Car necessary, 1st class ticket, good announcer. 40 hour week, overtime. Apply with disc and photo. KWIE, Kennewick, Washington.

**DJ wanted**—Hillbilly DJ. A real opportunity in a major market. Must play a guitar and/or fiddle and have some experience in selling on the air. Give full particulars to Mr. Sloan, KXLW, St. Louis, Missouri, DElmar 1320.

**Wanted,** hillbilly disc jockey at once for morning shift, must be sober and willing to work. Good salary to start. Contact Radio Station WDKD, Kingstree, S. C.

**Combination** announcer - engineer, 1st phone. Permanent position for right man. Emphasis on announcing. 1000 watt daytime station. $70 per week. Phone collect Keith Moyer, WTIM, Taylorville, Illinois.

**Good announcer** who can handle programming and write local news. Excellent opportunity, immediate opening. Air mail voice disc, salary requirements. Complete personal data. Manager, WHIT, New Bern, N. C.

**WPAZ,** Pottstown, Penna., needs good matured voiced morning man who wants to sell in the afternoon and a live wire deep voiced disc jockey. You will replace an announcer going to a major network and a disc jockey called back into service. Personal interview preferred.

**Staff announcer** wanted. Good place for family man. Must have car, operate turntables. Prefer someone with independent station experience. Send audition, details, to WPIC, Sharon, Pa.

**News announcer.** Experienced. Daytime station 1000-watt. Must have good voice with selling power. Starting salary $65. Contact Keith Moyer, WTIM, Taylorville, Illinois.

### *Technical*

**Engineer,** first class ticket, experience unnecessary, no announcing, western Penna. 250 watter, network, $50 for 40 hours, paid vacation, address Box 701M, BROADCASTING • TELECASTING.

**Opportunity** for combo. Box 710M, BROADCASTING • TELECASTING.

**First class** engineer, no announcing, state minimum salary. Box 740M, BROADCASTING • TELECASTING.

**Chief engineer,** Iowa kilowatt wants experienced man with announcing experience, good pay, send complete details, photo-references. Box 772M, BROADCASTING • TELECASTING.

**Wanted** AM control operator. Strictly technical requirements, not production. Station also operates TV. Location south central New York. Box 782M, BROADCASTING • TELECASTING.

**Engineer,** 1st ticket only requirement. Box 651, Patchogue, L. I., N. Y.

## Help Wanted (Cont'd)

**Immediate opening** for 1st phone engineer. 5 day week with good pay. 250 watt ABC station. Send background and reference information with first letter to KBIX, Muskogee, Oklahoma.

**Wanted**—First class engineer-announcer. Experience desired but will consider all. Indicate salary need and availability. KBIZ, Ottumwa, Iowa.

**Permanent position** for first phone engineer. Excellent equipped AM-FM network affiliate in central Texas town of 28,000 population. No announcing. Good pay. For details contact Burton Bishop, KTEM, Temple, Texas.

**First class** engineer, no experience required. WCOR, Lebanon, Tennessee.

**Wanted immediately.** Two combination engineer - announcers. Florida west coast city. Send audition, photo, resume and salary requirements WDHL, Bradenton, Florida.

**Immediate opening** for first class operator, WEAV, Plattsburg, N. Y.

**Wanted**—Engineer, first phone, experience unnecessary. Contact Chief Engineer WEOL, Elyria, Ohio.

**Engineer wanted.** No experience necessary. Good pay. Great opportunity for right man. Apply WFLB, Fayetteville, North Carolina. All applications answered.

**Immediate opening** for engineer with first class license. Good opportunity for inexperienced man who wants to learn broadcast radio. Good salary, excellent vacation area, no housing or transportation problems. WGNI, Wilmington, N. C.

**Immediate opening** first phone engineer-announcer. Beginners considered. 40 hour evening shift, mainly network. Good working conditions and opportunity to advance. Air mail voice disc, salary requirements, complete data. Manager, WHIT, New Bern, N. C.

**First class** engineer-announcer. Permanent position, good working conditions. WJAT, Swainsboro, Georgia.

**KGLO,** Mason City, Iowa, needs an engineer for recordings and remotes. Start at $59.40 for 40 hours. Permanent position. Immediate opening.

**Wanted**—Consulting engineer, field and application work AM and TV. Please state full qualifications and personal status. Replies held confidential. Walter F. Keen, 1 Roverside Rd., Riverside, Ill.

**Engineers,** announcer, salesmen. Immediate openings. Good pay and working conditions with group-owned stations. Offering opportunities for advancement. Disc and photo with application. Rollins Broadcasting, Inc., Moore Building, Rehoboth, Delaware.

**1st class** engineer-announcer wanted. $65.00. KDLK, Del Rio, Texas.

**Operator** with first class phone license at 250 watt broadcast station affiliated with ABC. First change in engineering department since 1945. Salary open. Box 799M, BROADCASTING • TELECASTING.

**Wanted immediately,** transmitter operator with first class phone license. No experience necessary. Starting salary fifty-five per week. Write Chief Engineer, WSIP, Paintsville, Kentucky.

**Immediate opening** for first phone. 1 kw. No experience necessary. Need car. Contact Chief Engineer, WTNS, Coshocton, Ohio.

## Help Wanted (Cont'd)

### *Production-Programming, Oth*

**Wanted**—Capable young lady for ... tinuity. Real opportunity with net... affiliate in Michigan, midway be... Chicago and Detroit. Prefer so... with air work who can build da... women's show. Kindly send deta... yourself as well as disc, or ta... available. Box 700M, BROADCAS... • TELECASTING.

**News director,** supervisor, 4 man s... farm and news department. Onl... perienced men with journalism de... need apply. Good salary with ... 5 kw midwest. Box 705M, BRO... CASTING • TELECASTING.

**50 kw** CBS affiliate, one of the nat... most progressive and outstanding ... tions, needs a program director ... solid experience, ideas and pro... ingenuity. Good salary. Outsta... opportunity for right man. Box ... BROADCASTING • TELECASTING

**Wanted:** Continuity chief. Experie... writing for all types of clients. ... letter full details, copy samples. ... erate, healthful climate. Salary ac... ing to your ability. Program Dire... KCSJ, Pueblo, Colorado.

**Continuity writer.** Need a "take cha... guy or gal for commercial contin... department. KIRX, Kirksville, M... souri.

## Situations Wanted

### *Managerial*

**Attention** southern station owne... Two young men, general manager ... chief engineer want to operate sou... ern station, hard workers. Can t... complete charge. Need only work... interest, or chance to buy in. B... 625M, BROADCASTING • TELECAS... ING.

**I'm ready** for manager's job. 7 ye... experience all phases of radio. Colle... graduate, active in civic affairs, rea... to meet competition. Want oppor... nity for security earned by hard wo... Good potential must be present. Pre... north or midwest, but will consider ... replies. Excellent references. Box 704... BROADCASTING • TELECASTING.

**Experienced manager,** thirty, colle... degree, seeks "utility" position sout... west. Experienced in copy, promotio... sales, announcing, administration. Ful... capable on and off air during owner ... general manager's absence. Box 771M... BROADCASTING • TELECASTING.

**Attention all**—Available after April ... triple AAA aggressive, alert, abl... radio-TV executive. Twenty-two yea... in all phases of radio broadcasting-... television industry. Ten years with ... national network in New York, quali... fied as general manager and/or pro... gram, sales, production, public rela... tions, promotion director/manager. Ex... cellent contacts with advertising an... talent agencies. Prefer New York, Phil... adelphia, Washington, D. C., Florida ... Los Angeles area. Presently very busy ... but have very good reasons for want... ing to make change. Will be delighted ... to discuss any sincere proposition of... fering opportunity and compensation ... commensurate with performance. Will ... submit topflight endorsers. Address Box ... 787M, BROADCASTING • TELECAST... ING.

**Manager**—have proven record of put... ting stations on paying basis from ... standpoint of sales and programming. ... Prefer radio-TV combination or TV ... plans in near future. $10,000 start. ... Box 797M, BROADCASTING • TELE... CASTING.

**General manager** — program director. ... Small market experience. 28, married, ... 1 child. South or midwest preferred. ... Box 798M, BROADCASTING • TELE... CASTING.

### *Salesmen*

**Sales** or sales-management. Seven ... years well-rounded radio. Presently ... earning in excess of $7200. 32. Family. ... Box 693M, BROADCASTING • TELE... CASTING.

**Salesman-newsman,** experienced, best ... references, interested combination only. ... Box 759M, BROADCASTING • TELE... CASTING.

**College graduate,** 26, veteran, seeks ... sales position radio-television. New ... York advertising agency background. ... Box 768M, BROADCASTING • TELE... CASTING.

## Situations Wanted (Cont'd)

### *Announcers*

**atile:** Knowledge announcing, CBO, rs, DJ and commercials, graduate io and TV school. Will travel anyere in U. S. Write. Box 660M, OADCASTING • TELECASTING.

progressive Florida station is inested in a thoroughly experienced adcaster with successful production sales records and the position is manent please write. Box 714M, OADCASTING • TELECASTING.

**perienced** announcer-operator, fine mmendation. Emcee, musician, alist. Restricted permit, studying phone. Penna or vicinity, married, ft free. Box 752M, BROADCAST-G • TELECASTING.

**nouncer-newscaster,** three years exience. College graduate, veteran. e available. Box 757M, BROADSTING • TELECASTING.

**notch** midwest sports announcer. years solid experience play-by- in big ten basketball, football, eball. Also boxing. Married, vet-, college graduate, excellent refnces. Presently employed. Lookfor station that wants aggressive rts man who can sell. Can double DJ. Tape available. Box 758M, OADCASTING • TELECASTING.

**nouncer - program director.** Ten r background. Want permanence. tails, transcription. Box 760M, OADCASTING • TELECASTING.

**nouncer-engineer,** first class good nouncing, vet. 18 months experice, all phases, south preferred. $75.00 imum. Box 761M, BROADCAST-G • TELECASTING.

**rried,** veteran, draft exempt, 2 years perience. Strong on news and sports. rking in west, wish to return east. x 762M, BROADCASTING • TELEASTING.

**twork man:** Currently employed 1 MBS affiliate one year, desire ange for further experience. Past rk with AFRS insures solid founda- in the business. Disc, data on re- st. Box 767M, BROADCASTING • LECASTING.

**l and special events** with originality d sell. Experienced promotion, proming. Energetic morning or smooth ht disc, interview, talent, quiz. Man- er and sponsor references. Available v. Box 769M, BROADCASTING • LECASTING.

**e jockey,** currently employed. Abute top Hooper in four-station dwest city of 300,000. Three strong evision stations have not dented auence. Prefer afternoon time around . $125 guarantee against talent. Box M, BROADCASTING • TELECASTG.

**you need me?** I do some staff nouncing. I have a second class ket. I have some experience in lling and programming, but my specity is hillbilly DJ. I can also lead n string band. Can do early morn- or personality show. 6 years exrience. Box 783M, BROADCASTING • LECASTING.

**mbination** announcer-engineer, age married, vet, handle console. Presly employed. Desire job offering ter opportunities. 2 weeks notice. l information on request. Box 793M, OADCASTING • TELECASTING.

**nouncer** with 1st phone. 3 years exrience. Available 2 weeks notice. le salary, hours. Box 794M, BROADSTING • TELECASTING.

**nouncer - engineer.** Three years rts, news, talent shows. Family. 30. Prefer northeast. Box 795M, OADCASTING • TELECASTING.

**f announcer,** over 4 years experi- ce; age 27, college graduate, married, empt; handled all sports play-by- ; available two weeks. Box 796M, OADCASTING • TELECASTING.

**nouncer-control board** operator, vet- n, draft exempt, single, age 24. mpleted 2 years Illinois University, d voice, diction, grammar. Exrienced, New York City station as newscaster, disc jockey. Excellent ferences, tape or disc on request. arry Black, 345 Autumn Avenue, ooklyn, N. Y.

**ellent** radio voice, they say. First n license. Combo operation expece. Box 323, Palm Desert, Califor- or telephone 76-2095.

## Situations Wanted (Cont'd)

**Combination man,** first class phone. Some experience. Desire locate southern California or southwest with net affiliate. Oliver Grieve, Tempe, Arizona.

**Announcer** or writer. Some experience. Good news, commercial and board man. Disc jockey with wide knowledge of various music. Graduate Pathfinder Radio School, Kansas City. Junior college graduate. Single. Any offer considered. Colored. Edward Love, 2505 Morton, Parsons, Kansas.

**Combo man,** 1st phone. Draft exempt. Top news and sport. 250w to 10 kw experience. Will travel. William Rogel, 1275 Grants Avenue, New York City, N. Y.

### *Technical*

**3½ years experience,** 3 as chief small network station. 24, single, vet, car. Northeast or north-central. Box 669M, BROADCASTING • TELECASTING.

**Chief engineer - announcer** desires change. Will consider good paying combo job. Box 750M, BROADCASTING • TELECASTING.

**First phone.** Slight experience AM-FM-TV. Eastern job preferred. Box 764M, BROADCASTING • TELECASTING.

**Engineer,** some experience. First phone. Desires TV work. Married, permanent. Box 779M, BROADCASTING • TELECASTING.

**1st phone** license; Experienced, radio-television grad. Now employed. Married. Box 781M, BROADCASTING • TELECASTING.

**Station engineer** first class, experienced maintenance, no station operating experience. Can announce if necessary. Box 784M, BROADCASTING • TELECASTING.

**First phone** license, no commercial experience. Desires studio and transmitter work. Draft exempt. Box 785M, BROADCASTING • TELECASTING.

**Engineer,** 1st phone. 4 years 50 kw AM-TV station. Crew chief and TV master control operation. Projection room experience. College, radio school background. Box 792M, BROADCASTING • TELECASTING.

### *Production-Programming, others*

**Station** or agency radio-TV production man. Experience includes 1 kw Chicago area PD, announcing, continuity, news rewrite, TV and theatre production. Married, veteran, age 27. Northwestern B.S. in Speech (Radio). Both innate and acquired production sense. Ideal production staff addition with announcing, writing and art talent to wrap up the package. Box 706M, BROADCASTING • TELECASTING.

**Continuity writer,** fast typist, excellent references. South preferred. Box 765M, BROADCASTING • TELECASTING.

**Gone about** as far as I can here. Presently in radio in over-million city. Twelve years program director morning man, news director, time sales, agency. Considerable commercial TV experience. Family man, member Kiwanis, Masons, Jaycees. Enjoy civic endeavor. Currently making in excess of $100 weekly. Expect high pay for plenty of responsibility. Finest references. Detest moving and want this to be last time. Midwest, Wash., D. C., San Francisco, or environs. Box 766M, BROADCASTING • TELECASTING.

**Program director.** Desires progressive northeast station. Top experience announcing and news directorship. Box 777M, BROADCASTING • TELECASTING.

**If** your station will give ambitious college graduate with writing ability and excellent voice, her start in radio, I am your gal. Contact Box 789M, BROADCASTING • TELECASTING.

**Program-promotion** director three years net and independent experience desires connection with progressive station in larger market. Prefer outlet with TV plans and opportunity to work into that field. Veteran, married, reliable. Box 790M, BROADCASTING • TELECASTING.

**Program director** with first phone; 6 years net and independents. Strong on announcing, news, jockey shows, writing, MC. Thorough background in program department; copy, accounts, logs, production. Now Hollywood. Will travel for permanent position with progressive station. Box 791M, BROADCASTING • TELECASTING.

## Situations Wanted (Cont'd)

# Television

### *Salesman*

**TV station-agency-film** accounts executive. Experienced sales, promotion, production, scripting. (Former newspaper ad mgr.) $6,000.00 minimum. G. P. Baker, 3614 Riverside Drive, Huntington, W. Va.

### *Technical*

**Cameraman,** studio technician. Television workshop graduate. Write copy. Direct show. Draft exempt. Box 755M, BROADCASTING • TELECASTING.

**Licensed technician,** 10 years aural transmitter experience to 10 kw. Seeking position with California television station. Knowledge of video circuits. Presently employed, married, 32, car. 22 Hanover, San Francisco.

### *Production-Programming, others*

**Producer - writer.** Experienced all phases TV-radio. Presently employed Four A agency. Available May 1. Box 788M, BROADCASTING • TELECASTING.

## For Sale

**For sale:** Established radio school in eastern city with valuable real estate and equipment. Box 776M, BROADCASTING • TELECASTING.

### *Stations*

**California.** 1000 watts. Gross $150,000. Rich and growing area. 30% down. Box 751M, BROADCASTING • TELECASTING.

**For sale:** Two well established radio stations by the owner. Sound properties. Reasonably priced in non TV markets. Middlewest, good prosperous markets. Illness reason for selling. Information will be revealed only after financial ability and intentions to purchase has been proven. Box 780M, BROADCASTING • TELECASTING.

**Western station.** Independents. Affiliates. All prices. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

### *Equipment, etc.*

**Tower**—Wincharger, model 300, galvanized, guyed triangular, good condition, including beacon, tuning unit, lightning filter, transmission lines, as is, where is, Washington D. C. area. Make us offer. Box 622M, BROADCASTING • TELECASTING.

**For sale:** 10 kw Western Electric frequency modulation transmitter, model 506 B-2. Never been used. Box 673M, BROADCASTING • TELECASTING.

**Magnacorder** tape recorder PT63 A2 HX—amplifier—PT7-P EV mikes and other equipment used 15 hours. Must sell. Box 736M, BROADCASTING • TELECASTING.

**For sale**—2-RCA-70C lateral pickup arms, heads and filters, complete. 2-spare heads for above. 2-RCA-70D vertical and lateral Universal pickup arms, heads and filters, complete. First $200.00 takes the lot. KENO, Box 1310, Las Vegas, Nevada.

## Wanted to Buy

### *Stations*

**Wanted**—FM frequency modulation monitor. Prefer Hewlett-Packard 335-B. State condition, type and price. Box 699M, BROADCASTING • TELECASTING.

**Wanted to buy.** Radio station on Florida east coast. Prefer 250 watt fulltime. All replies will be held confidential. Address Box 721M, BROADCASTING • TELECASTING.

### *Equipment, etc.*

**Wanted:** Flasher for single tower, photoelectric control unit and 250' RG-17/U or RG-19/U coax. Box 671M, BROADCASTING • TELECASTING.

**Complete equipment** for 3 kw FM station, side mount antenna. Rush complete details, price. Box 774M, BROADCASTING • TELECASTING.

## Miscellaneous

**FCC first-phone** in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 706 North Wilcox, Hollywood, California.


**EXPERIENCED BROADCASTERS NOW AVAILABLE**

**PETER WIDMER:** All-around announcer and copy man. Creator of "Plantation Echoes" and "Day Dreams." Formerly WRTC staff. Strong on morning and late evening DJ shows; news; news editing and sports. Good control operator. DISC OR TAPE AVAILABLE.

**ANNE BELCH:** Good Girl Friday and efficient program assistant. Strong on programming women's feature shows and in assembling special events. Excellent voicer on news and commentaries and interviews. DISC OR TAPE AVAILABLE.

**TED SCHOEMBURG:** A good announcer with emphasis on sports and news. Creator of published "Sports Biographies" and "Sports Personalities on Parade." Strong on sports statistics, copy, special events reporting and board work. WRITE FOR COPY SAMPLES, DISC, OR TAPE.

**AL LEIBERT:** Personable and glib announcer - MC; newscaster; salesman. NYU graduate and former accountant. Especially strong on pitch announcing; news; on-the-spot broadcasts. Top idea man in adding profits to sales. TAPE OR DISC AVAILABLE.

**TED WYGANT:** Network - caliber announcer and copy man. Creator of merchandising programs: "Market Basket" and "The Alarm Clock." Formerly staff WKRZ. Strong on audience participation and DJ shows. Tops at control board. DISC OR TAPE AVAILABLE.

**BRUCE PARSONS:** Announcer - newscaster - DJ - musician. Creator of "Just Jazz" and other musical delights. Korea vet formerly with Army concert bands. Strong on news; music continuity; man-in-the-street. Operates control board. DISC OR TAPE AVAILABLE.

**Write or Wire**

**SRT**
SCHOOL OF RADIO TECHNIQUE
RKO Bldg. Radio City, N.Y. 20, N.Y.
Circle 7-0-23

**SRT men and women are employed in broadcasting stations all over the United States.**

Help Wanted

*Managerial*

**WANTED**
**Local Sales Manager**

5,000 watt independent needs young experienced local Sales Manager. Terrific potential as yet not wholly developed. Wonderful opportunity for the right man. Box 642M, BROADCASTING • TELECASTING.

*Production-Programming, others*

**WRITER**

♦

**A seasoned, all-round writer for radio and television wanted by major network affiliate. Good pay. Address Box 754M, BROADCASTING . TELECASTING**

♦

Situations Wanted

*Production-Programming, Others*

**AM-TV EXECUTIVE**
*available!*

Presently employed (nearly two years) in creative-production capacity. Top coast-to-coast TV show originating in New York. Previous extensive experience program manager AM regionals. Strong idea man who can write, direct (and even sell) low budget shows tailor-made for tough clients. Will consider combination AM-TV post. Away from New York preferred.

BOX 786M,
BROADCASTING • TELECASTING

For Sale

*Equipment, etc.*

FOR SALE BECAUSE OF INCREASE IN POWER
*1 KW Gates BC 1F AM Transmitter*
USED LESS THAN TWO YEARS
$4500
KTOE
Mankato, Minn.


# Open Mike

*(Continued from page 18)*

present figures which were in any major degree at variance with those of ". . . the FCC and some other engineers." To the best of my belief there are no major differences.

My evaluation was based on a comparison of the power needed for the same service and indicated that it should require something of the order of 1,000 times the power radiated for UHF to give the same service as VHF. Power was used as a comparison because that is what the broadcaster has to pay for when he invests his money in a station, but the power ratio indicated does not mean that the UHF service area or population reached will be 1/1,000 of that served by a VHF station of the same power.

That the service area and the population served will be less for UHF than for VHF under the contemplated rules is a certainty, but how much less will greatly depend on the location of the station, the terrain, population distribution, the interference, and the proper handling of these factors. . . .

The figures I gave were checked informally with other engineers whose affiliations and standing could under no circumstances be considered to harbor an extreme point of view. They came up with ratios of equivalent powers of UHF and VHF for the frequencies selected which were of the same order as mine but which were on the whole somewhat less favorable for UHF.

*Raymond M. Wilmotte*
*Consulting Engineer*
*Washington, D. C.*

* * *

## Airspace

EDITOR:

We have noted with a great deal of interest your editorial in the March 10 issue of BROADCASTING • TELECASTING and the stories in the March 17 and 31 issues regarding the problem of obtaining approval of proposed television towers and sites from an aeronautical viewpoint. I think you are doing a splendid job of bringing this matter to the attention of the broadcasting and television industry.

There is one factor which has not yet been brought out, however. . . . The CAA has published criteria for determining what are hazards to their operation and what changes would have to be made in their operating procedures by reason of erection of television towers. . . .

The problem that concerns us at this time is the fact that several of the regional CAA offices do not want to be guided by their published rules, but instead apply arbitrary rules and standards that go beyond the published material, just because they do not want a tall tower anywhere in the area. . . .

*A. Earl Cullum Jr.*
*Consulting Engineers*
*Dallas*

* * *

## No Swamis Here

EDITOR:

Your editorial, "The Network Problem," [March 31] should prompt many to realize that just as in the early '20s the local daily newspaper emerged from the shadows of metropolitan publications and "boiler plate," so today the local radio station is taking the lead in listenership and advertiser acceptance.

Your discerning commment that "the day may not be far distant when the network, for a fee, will provide something analogous to press association service" indicates you employed a good pair of binoculars rather than a crystal ball.

*Thomas B. Tighe*
*Station Manager*
*WJLK Asbury Park, N. J.*

* * *

## Eastman Booklet

EDITOR:

We have noted the reference given in your TELECASTING YEARBOOK for 1952 regarding our booklet, "The Use of Motion Pictures in Television." We have some requests for the revised edition of this booklet as a result this reference.

For your information, we wish to advise that we have not yet been able to prepare a new edition of this booklet and it will probably not be available before the end of this year. Also, we do not have any available copies of the present edition.

Since there have been so many requests for information on the subject, we did reprint a small section of the old booklet as an aid in helping people with some of the fundamentals regarding lighting technique for television still photography and outlining some of the production methods used.

*W. I. Kisner*
*Motion Picture Film Dept.*
*Eastman Kodak Co.*
*Rochester, N. Y.*

* * *

## File 13?

EDITOR:

. . . I suppose that all stations regularly receive so-called household hints, etc., in the mail. Many of these are out and out ads for some national product . . . I am wondering how the industry as a whole treats such items, how managers feel about giving, or at least being asked to give, such firms as Procter & Gamble, *Popular Mechanics* magazine, Fritos and many others free time. . . .

*James D. Abbott*
*President*
*KEVA Shamrock, Tex.*

**[EDITOR'S NOTE: Any other broadcasters want to tell Mr. Abbott how they handle such things?]**

* * *

## It's a Problem

EDITOR:

We are attempting this year to develop some problems and cases for our students in American government . . . One of the cases we have selected is the Benton bill (S 1579) proposing a National Citizens Advisory Board on Radio and Television. Those of us teaching the course are very desirous of presenting the opposition viewpoint to the bill as fully as possible.

I have just found a couple of your editorials in BROADCASTING TELECASTING . . . which I believe are excellent materials for our students to read . . . I should be most grateful if you would give me permission to use these materials. . . .

*Phillips Bradley*
*Prof. of Political Science*
*Syracuse U.*
*Syracuse, N. Y.*

---

SALES of Stewart-Warner Corp., Chicago, increased 28.3% in 1951 over previous year but earnings dropped about 10%, according to an announcement made by James S. Knowlson, president. Sales last year totaled $103,269,258 with earnings of $4,789 after taxes or $3.40 per share on $5 par value capital stock.


Employment Service

**EXECUTIVE PLACEMENT SERVICE**
for competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, nation-wide service. Send for full information today.
HOWARD S. FRAZIER
*TV & Radio Management Consultants*
728 Bond Bldg., Washington 5, D. C.

*POSITIONS FREQUENTLY AVAILABLE* in
Engineers
Announcers
Program Directors
WRITE FOR PLACEMENT FORMS
*Edward C. Lobdell Associates*
17 East 48 Street, New York 17, N. Y.

**Very Successful Midwest Independent**

***$100,000.00***

A well established consistently profitable station located in one of the best medium sized midwest markets. Percentage return on sales price is much higher than average. More than $30,000.00 in net quick assets included in this sale of 100% of the stock.

**Appraisals • Negotiations • Financing**

BLACKBURN-HAMILTON COMPANY

*RADIO STATION AND NEWSPAPER BROKERS*

| WASHINGTON, D. C. | CHICAGO | SAN FRANCISCO |
|---|---|---|
| James W. Blackburn<br>Washington Bldg.<br>Sterling 4341-2 | Ray V. Hamilton<br>Tribune Tower<br>Delaware 7-2755-6 | Lester M. Smith<br>235 Montgomery St.<br>Exbrook 2-5672 |

## ACLU Asks FCC Action

*(Continued from page 25)*

not involved in the ACLU complaint.)

In an accompanying letter to FCC Chairman Paul A. Walker, ACLU's Patrick Murphy Malin, executive director, said "the only three" legal issues involved in the proposed hearing are: (1) Whether blacklisting is against public interest; (2) whether licensees "have improperly delegated programming powers—and on this we cite the *Blue Book* of 1946 and the Commission's report on chain broadcasting—and then improperly acquiesced in or endorsed blacklisting, demonstrating a lack of character qualification as well as action against the public interest. ..." and (3) whether conditional renewal of licenses is appropriate—and on this we cite the Richards case."

Cases cited in the complaint, like Mr. Miller's book, frequently involved the anti-communist newsletter *Counterattack* and its *Red Channels* booklet linking 151 persons with various "Communist or Communist-front" groups, past or present. Also as in Mr. Miller's book, the network, advertiser or agency officials allegedly involved are not identified.

Mr. Miller explained that often he was unable to reach the persons he sought to interview, despite repeated efforts, and that in almost all cases interviews which were granted were conditioned upon anonymity for the interviewee. Nevertheless, he said, a number of persons have agreed to come forward and testify if FCC grants a hearing.

### Proof Claim

From the network and station side, Mr. Malin said "one or more of the defendants may well admit the allegations made," but asserted that, if not, ACLU is prepared to prove its charges "once we have the subpoena powers" which are granted in hearings.

All but one of the cases cited in the complaint involved alleged or suspected firings or non-hirings, due to public pressure or fear of it, of persons who had been linked with pro-Communist associations or beliefs. In the case of ABC, however, the charge was that "two vehement anti-Communists" had been kept off a show.

NBC was accused on two counts: (1) The famed "Jean Muir case," in which the actress' appearance on General Foods' *The Aldrich Family* was cancelled in August 1950 by Young & Rubicam, with "apparent asquiescence" by NBC, "because of her alleged affiliations listed in . . . *Red Channels*," according to the complaint, and (2) cancellation of the appearance of The Weavers, folk-singing quartette, on Congoleum-Nairn's Dave Garroway TV show last June by NBC "solely on the basis of alleged associations of some of the members of the said quartette."

The charge against CBS was that it eliminated the dance of Paul Draper from the kinescope of a *Toast of the Town* show in January 1950 "solely as a result of protests received [following his appearance on the live version of the program] on the basis of the said Paul Draper's alleged associations and beliefs."

The kinescope in question, the complaint said, was shown on KTTV (TV) Los Angeles, "KWTJ Miami," WDAF-TV Kansas City; KSD-TV St. Louis, WHAS-TV Louisville; WAGA-TV Atlanta and WRGB (TV) Schenectady. [Presumably the reference to "KWTJ Miami" should be to WTVJ, Miami's only TV outlet. The complaint erroneously identified all seven stations, except KTTV and "KWTJ," as CBS-owned outlets.]

### ABC Incident

In the case of ABC, it was charged that in the summer of 1951 the network "refused to permit two vehement anti-Communists, Ralph de Toledano and Benjamin Gitlow, to appear on its *Cholly Knickerbocker* radio show originating in New York City."

Asserting that "the said refusal may have been due to the beliefs of the aforesaid de Toledano and Gitlow, or to a general policy of not having political discussions of any kind on that particular show," the complaint said that "the matter should therefore be investigated by this Commission."

With regard to DuMont, the complaint said that pianist-singer Hazel Scott's program was cancelled in September 1950 "probably because of allegedly pro-Communist affiliations, though she is in fact violently anti-Communist."

WPIX was charged with cancelling a series of Charlie Chaplin film series "solely because of the alleged affiliations or beliefs of the said Charlie Chaplin."

KOWL, the complaint alleged, "barred Rev. Clayton Russell from speaking over its facilities solely because of his alleged associations."

Citing the instances of alleged discrimination detailed in Mr. Miller's report, ACLU asserted that in cases of blacklisting the licensee is operating contrary to public interest, regardless of whether the act is performed by the licensee or by advertisers, agencies or others to whom he delegates program responsibilities.

ACLU said it was filing the complaint "solely in the public interest" and not in the interest of any of the victims of alleged blacklist practices. Further, it said:

"This complaint is brought not only because the complainant believes the said discrimination to be against the public interest because of its effects upon the individuals blacklisted and others in the radio and television industries, but also believes it to be against the public interest because of its denial to the public of the right to see or hear artists or their work-products because of irrelevant considerations."

In his letter to FCC, Mr. Malin quoted from the Miller report:

**By lumping together the names of some of the most prominent and talented people in radio and television, "Red Channels" has surely done exactly what the Communists would wish it to do. It has, by innuendo at least, given the Party glamour, prestige, and importance it has never before enjoyed in radio and television.**

**It has created throughout the industry a suspicion and distrust and despair and hysteria which the Communists themselves could not hope to create. The publication and those executives in advertising and among the sponsors and on the networks who have used it have, whatever their intentions, created in one of this country's most crucial industries the kind of terrified dissension on which the Communist Party always has and always will grow.**

**More important, the publishers of "Red Channels" and those who adhere to it have wrecked, probably forever, the careers of many talented anti-Communist Americans, not to mention the spiritual pain and humiliation suffered by all of the 151 [named in the booklet].**

ACLU's position on the blacklisting issue was outlined by Executive Director Malin and Board Chairman Ernest Angell in an introduction to *The Judges and the Judged* (see page 25):

**(1) The government has a duty to preserve national security but is the "only" proper authority to designate positions closely affecting security and to decide what persons should be excluded from them;**

**(2) For all other positions, employment "should be decided on the basis of qualifications strictly relevant to the particular task involved";**

**(3) The public has a right to express disapproval of employment of certain radio-TV performers, "but when they aim at censorship or suppression which would prevent other people who do not agree with them from looking at or listening to the performer, then they are acting contrary to the spirit of the First Amendment";**

**(4) If private persons "purvey information reflecting on a person's loyalty," then they should "observe the elementary canons of due process," striving for accuracy and completeness of information and providing the persons a full and fair hearing;**

**(5) The radio-TV industry must show "the determination to pay what little cost may be involved to support free speech, due process, and non-discrimination."**

ACLU officials said they had "no illusions" that their approach to the problem through the FCC is "all that's needed," but felt it would be a step forward in the overall civil liberties campaign.

The complaint was prepared by former FCC Chairman Fly, an ACLU board member; John F. Finerty, also a board member, and Herbert Monte Levy, staff counsel.

## VOTE CAMPAIGN

### Broadcast Aid Sought

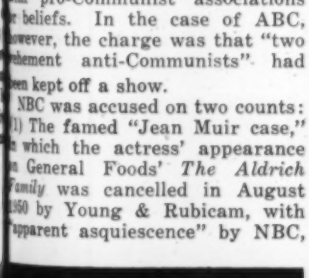
THE Advertising Council will solicit a major amount of free time from the broadcast media to promote the first national non-partisan register-and-vote campaign, being sponsored by the American Heritage Foundation. This was reported in Chicago Wednesday as Thomas D'Arcy Brophy, president of the non-profit educational foundation, outlined plans for the extensive public service promotion.

The foundation will provide advertising, promotion and publicity patter to the various mass communication media as a prelude to getting out a heavy fall vote, with personnel of Leo Burnett Agency, Chicago, handling most of the planning.

Mr. Brophy hopes the campaign will result in a record vote of 63 million, or 15 million more than were cast in the last national election. Although the drive was launched in Chicago, coordinating headquarters are in New York. NARTB is a cooperating organization.

## WCTC Ups Rates

A RATE rise amounting to approximately 10% was announced last week by WCTC New Brunswick, N. J., independent station on 1450 kc with 250 w power. General Manager Robert L. Williams said the increase was effective April 1 but pointed out it was not made "across the board."

In Wisconsin... You Can't Complete Your Coverage Without WKTY
Ask Weed and Company
The La Crosse Tribune Station
WKTY PROMOTES!
In 1951 WKTY programs and advertisers received more than 6,000 inches of display space in La Crosse and area newspapers!
Station B used slightly over 2,300 advertising inches . . . Station C none!
Only on WKTY do advertisers inherit this promotional affiliation with Western Wisconsin's largest daily newspaper and area weeklies!
And only on WKTY can advertisers complete their Wisconsin coverage picture!
LA CROSSE, WIS.
580 kc
1,000 w
plus
ABC
A LEE Radio Station
WKTY ratings are UP 204% in two years!

## Non-Docket Actions . . .

### TRANSFER GRANTS

**KLOK San Jose, Calif.**—Granted involuntary assignment of license and CP from E. L. Barker and Claribel Barker, general partners, and T. H. Canfield and Opal A. Canfield, limited partners, d/b as Valley Bcstg. Co., to E. L. Barker and Claribel Barker, general partners, and Paul Grim, special administrator of estate of T. H. Canfield, deceased, and Opal A. Canfield, limited partners. Interest to be transferred is that held by Mr. Canfield, deceased, to Mr. Grim, and totals 15%. No monetary consideration. Granted April 8.

**KNOB Long Beach, Calif.**—Granted assignment of license from J. E. Tapp, Raymond B. Torian and John Doran to Messrs. Torian and Doran who will assume all assets and liabilities of licensee being transferred to new partnership d/b as Cerritos Bcstg. Co. Before transfer Mr. Tapp held 33⅓% interest, Mr. Torian held 43⅓% interest and Mr. Doran held 23⅓% interest. After transfer Mr. Torian holds 76⅔% interest while Mr. Doran continues to hold 23⅓% interest. Mr. Torian pays Mr. Tapp $1,721 for his interest. Granted April 8.

**WKIN Kingsport, Tenn.**—Granted assignment of license from Cy N. Bahakel, d/b as Sullivan County Bcstrs., to Radio Station WKIN Inc. Change from individual to corporation; no actual change of ownership or control. Granted April 8.

**WGBA - AM - FM Columbus, Ga.**—Granted transfer of control Georgia Alabama Bcstg. Corp. to R. E. Page Corp. All present stockholders of Georgia-Alabama Bcstg. Corp. also hold stock in R. E. Page Corp., and no one except R. E. Page holds stock in R. E. Page Corp. and not in Georgia-Alabama Bcstg. Corp. Five Georgia-Alabama Bcstg. Corp. stockholders, who each hold 400 shares (20%), will sell interest to R. E. Page Corp. for $108 per share or $43,200 per stockholder, for total of $216,000. Principals in R. E. Page Corp. (transferee) are: President A. H. Chapman (0.06%); Vice President Wyline Page Chapman (33.27%); Vice President Annie Laurie Page Ashworth (33.27%); Treasurer W. E. Page Jr. (16.67%); Secretary M. R. Ashworth (0.06%), and Richard Edwin Page (16.67%). R. E. Page (as individual) owns Ledger-Enquirer Co. and Bradenton Herald Co. Transfer is to simplify and expedite expansion of capitalization of corporation to allow for television addition. Granted April 8.

**WGWD Gadsden, Ala.**—Granted assignment of license from First National Bank of Montgomery and Margaret Covington Milwee, executors of estate of G. W. Covington Jr., deceased, to Etowah Bcstrs. Inc. Principals of Etowah are beneficiaries of estate of deceased: President Oscar P. Covington (13.8%), owner of Oscar Covington Foot Health Shop, Montgomery, DeLuxe Shoe Fixery, Montgomery, and Selby Bonfield Shoes Inc., Birmingham, Ala.; Earl B. Covington (13.83%), owner of farm at Canton, N. C.; Secretary-Treasurer Hugh M. Smith (3.19%), manager of WCOV Montgomery, and following housewives, each of whom will hold 13.83%: Clara R. Covington, Ethel Covington, Margaret C. Milwee, Peggy M. Carlton and Hazel C. Davies. Transfer is to effect settlement of estate; no monetary consideration since transfer merely carries out terms of will of Mr. Covington Jr., deceased. Granted April 9.

**WCOV-AM-FM Montgomery, Ala.**—Granted assignment of license from First National Bank of Montgomery and Margaret Covington Milwee, executors of estate of G. W. Covington Jr., deceased, to Capitol Bcstg. Co. Principals of Capitol are same as principals of Etowah Bcstrs. Inc. and percentage of ownership in Capitol would be substantially equivalent as that which they hold in Etowah (see WGWD Gadsden, Ala., above). Transfer is to effect settlement of estate; no monetary consideration since transfer merely carries out terms of will of Mr. Covington Jr., deceased. Granted April 9.

**WGWC Selma, Ark.**—Assignment of license from First National Bank of Montgomery and Margaret Covington Milwee, executors of estate of G. W. Covington Jr., deceased, to Dallas Bcstrs. Inc. Principals of Dallas are same as principals of Etowah Bcstrs. Inc., and percentage of ownership would be substantially equivalent as that which they hold in Etowah (see WGWD Gadsden, Ala., above). Transfer is to effect settlement of estate; no monetary consideration since transfer merely carries out terms of will of Mr. Covington Jr., deceased. Granted April 9.

**KCRT Trinidad, Col.**—Granted assignment of license from Ernest M. Cooper, d/b as Mel-Bert Bcstg. Co., to Harvey R. Malott for $20,000. Mr. Malott is newspaper broker in Kansas City, Mo. Granted April 9.

## FCC Actions

*(Continued from page 91)*

## April 9 Decisions . . .

### COMMISSION EN BANC

#### To Remain Silent

**KPRS Olathe, Kan.**—Granted authority to remain silent for 90 days from March 11 in order that arrangements can be made to resume operation. In event arrangements result in transfer of control, prior Commission approval must be secured before station resumes operation.

#### Granted Renewal

**KQ2XBH, Crosley Bcstg. Corp., Cincinnati, Ohio**—Granted renewal of experimental TV broadcast station license for regular period.

# FCC roundup

*New Grants, Transfers, Changes, Applications*

## box score

SUMMARY THROUGH APRIL 10

| | On Air | Licensed | CPs | Appls. Pending | In Hearing |
|---|---|---|---|---|---|
| AM Stations | 2,339 | 2,326 | 86 | 329 | 223 |
| FM Stations | 634 | 576 | 72 | 9 | 9 |
| TV Stations | 108 | 97 | 11 | 526 | 185 |

*(Also see Actions of the FCC, page 90.)*

## New Applications . . .

### TV APPLICATIONS

**Dayton, Ohio**—Skyland Bcstg. Corp., UHF Ch. 22 (518-524 mc), ERP 200 kw visual, 100 kw aural, antenna height above average terrain 500 ft. Estimated construction cost $349,377.45. First year operating cost and revenue not estimated. Applicant is licensee of WONE and WTWO (FM) Dayton. [This item is in lieu of TV application for Dayton published in FCC ROUNDUP April 7 which incorrectly listed stations of which Skyland Bcstg. Corp. is the licensee.] Filed April 4.

**Roswell, N. M.**—John A. Barnett, Ch. 8 (180-186 mc), ERP 110 kw visual, 55 kw aural, antenna height above average terrain 903 ft. (above ground 783 ft.). Estimated construction cost $314,722.14, first year operating cost $100,000, revenue $100,000. Mr. Barnet, since 1947, oil producer, principally in Midland and Upton counties, Texas; also, consulting geologist. He has 100% interest in numerous oil leases as producer and various interests ranging from 10% to 50% in joint adventures involving leases. Prior to 1947 he was petroleum engineer for U. S. Dept. of Interior, Oil & Gas Div., Conservation Branch, Roswell, N. M. Filed April 8.

**Newport News, Va.**—Eastern Bcstg. Corp., UHF Ch. 33 (584-590 mc), ERP 21.6 kw visual, 10.8 kw aural, antenna, height above terrain 303 ft. (above ground 315 ft.). Estimated construction cost $152,050, first year operating cost $130,000, revenue $170,000. Applicant is licensee of WHYU Newport News. Filed April 9.

### AM APPLICATIONS

**Lexington Park, Md.**—Fulton Lewis, Jr., 1370 kc, 1 kw D. Estimated construction cost $35,844.14, first year operating cost $52,500, revenue $52,500. Mr. Lewis is radio commentator and newspaper columnist; also, he owns and operates farm at Hollywood, Md. Filed April 10.

**Warrensburg, Mo.**—Clinton Bcstg. Co., 1450 kc, 250 w fulltime. Estimated construction cost $12,000, first year operating cost $36,000, revenue $48,000. President of Clinton Bcstg. is David M. Segal, who also is president of KDAS Malvern, Ark. Filed April 10.

**Southbridge, Mass.**—James W. Miller and Hope N. Miller, 970 kc, 1 kw D. Estimated construction cost $11,000, first year operating cost $40,000, revenue $50,000. Mr. Miller is owner of J. W. Miller Co. (producers of radio programs and campaigns for radio stations) and president and 50% owner of Old Guilford Forge Inc. (metal goods and household furnishings). Mrs. Miller is wife of Mr. Miller and a homemaker. Filed April 9.

**New Martinsville, W. Va.**—Magnolia Bcstg. Co., 1330 kc, 1 kw D. Estimated construction cost $22,598, first year operating cost $25,000, revenue $36,000. Principals are President and Treasurer J. P. Beacon (130 shares out of 150 shares), 97% owner of WVVW and WJPB (FM) Fairmont, W. Va.; Vice President Numa Fabre Jr. (10 shares), vice president and general manager of WVVW and WJPB (FM), and Secretary Joseph McQuay (10 shares), assistant manager and program director of WVVW and WJPB (FM). Filed April 8.

**Lewiston, Idaho**—W. Gordon Allen, 940 kc, 1 kw D. Estimated construction cost $7,800, first year operating cost $36,000, revenue $55,000. Mr. Allen owns 60% of KGAL Lebanon, Ore., 33⅓% of KGAE Salem, Ore., and 50% of KSGA Redmond, Ore. (CP only). Filed April 1.

## Deletions . . .

TOTAL deletions of licensed stations to date since Jan. 1: AM 5, FM 3, TV 0. New deletions:

**WKST-FM New Castle, Pa.**, license. Licensee stated that every hour for one week station broadcast announcements asking if audience wanted FM service continued. Total of five letters and cards were received, licensee said, hence it was decided that there was no interest in or need for FM station. Deleted April 8.

**WFDR (FM) New York**, license. Licensee asserted that operating deficit of $10,500 monthly to Dec. 1951, and $7,000 monthly since then, forced decision to discontinue operations. Deleted April 8.

## WMOR (FM) STATU

### Placed in Receiver

WMOR (FM) Chicago, owned the Metropolitan Radio Corp., placed in receivership last with attorney Arthur Morse by bankruptcy court after petition a former employe for unpaid ary. The station, started origina by a group of veterans in has been the center of a maze legal and management difficul since a large portion of the st was transferred by restaura owner Dario Toffenetti about th years ago. Several other claims back salaries and unfulfilled c tracts have been filed and more portedly are contemplated.

Station has been off the air s January, with minor stockhold charging action was taken with their proper consent by Chic attorney Abraham Teitelbaum, largest single stockholder who understood to have between 40 a 49%.

Several stockholders are pla ning an informal meeting with M Morse to discuss the matter assets. Station, located in the M W. Randolph St. bldg., is unde stood to owe a large sum of mone in rent.

## WWXL AUCTIONED

### Cecil Roberts Bids $11,00

CECIL W. ROBERTS, president KREI Farmington, Mo., bid $11,0 Thursday afternoon for WWX Peoria, Ill., which went into bank ruptcy court last month. The bi includes the building and equip ment, as well as the property leas The sale becomes eligible for FC approval April 24 if no creditor have objected to the sale price by that time.

WWXL has been operated since 1947 at 1590 kc as a 1 kw daytimer, owned most recently by Centra Illinois Radio Corp. It is indebte to between 50 and 75 creditors one attorney said, with preferre creditors splitting the sale revenue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# PLANE CRASH

## Radio-TV Report New York Tragedy

THROUGH the alertness and fast work of radio-TV news and special events staffs, crash-conscious New Yorkers were delivered immediate reports and prompt pictures of the cargo plane which fell and burned in residential Jamaica Saturday, April 5.

All networks included word of the event in their regular news programs, while local New York outlets came up with fullest possible details and, in some instances, put special programs on the air.

WJZ New York, key station of ABC, timed its reports as follows: 9:45 a.m. (shortly after the crash), first bulletin; 9:15 a.m., program interruption for first details; 9:45 a.m., interruption for fuller details; 10 a.m., two-minute wrap-up; 10:28 a.m., added details; 11:01 a.m., telephoned report from the scene by Gordon Fraser; 11:49 a.m. wrap-up of details; 12:20 p.m., live broadcast from scene by Julian Anthony and Gordon Fraser; 12:30 p.m., regular newscast with all details then known. At 6 p.m., WJZ produced a special 15-minute program including recorded interviews and excerpts from earlier on-scene broadcasts.

WOR New York received first word of the event from the secretary to Vice President J. R. Poppele, Peg Morris, who lives near the accident site. Hearing the crash she telephoned a description to the station even before newsroom teleprinters carried the first bulletin. WOR sent three reporters to the scene and broadcast eye-witness accounts an hour and a half after the accident which took five persons' lives. Alert to civic opinion which had urged removal of airports from residential areas, WOR broadcast a special program at 6 p.m. in which a state senator discussed the problem.

WKBS Oyster Bay, L. I., claimed a scoop on other broadcasters for on-the-scene crash coverage. Station reports news was on the air 46 minutes after first flash of the tragedy came through. First live broadcast was aired at 9:16 a.m.

WHLI Hempstead, L. I., was one of the first to report the accident, broadcasting a bulletin within five minutes of the crash. Director of News Jerry Carr and Director of Public Affairs Art Patterson went to the scene, taped interviews and descriptions and broadcast them that noon. Additional accounts were aired throughout the afternoon.

Slowed down by the time required to develop film, TV outlets nevertheless made high-speed deliveries to New York viewers: Lester Mannix, cameraman for WPIX (TV), reached the scene seven minutes after the crash so that his first film was processed and ready to go on the air at 11:15 a.m., although the station did not start its broadcast day until 12:38 p.m. Two special WPIX telecasts were devoted to the aviation accident at 2 and 4:45 p.m.

CBS-TV, covering the disaster only locally through WCBS-TV, had its first stills on at 11:59 a.m., more at 1:15 p.m., and a seven-minute film at 3:11 p.m.

Telenews Productions' Cameraman Skip Lambert, hired to report for work the following Monday, was driving with his wife near the scene when the crash occurred. While his wife gave Telenews a running account from a drugstore phone booth, Mr. Lambert shot his first films for the company which had them processed and shipped to subscribers for showing that evening.

NBC was only company to give TV network coverage, with an on-scene report plus a 15-minute film telecast at 3:30 p.m. Don Goddard, who covered prior plane crashes in Elizabeth, N. J., headed the mobile unit crew. Two commentators from NBC radio were reportedly the first radio reporters on the scene and taped interviews and descriptions for network broadcasts at noon and 6 p.m.

# IN REVIEW . . .

**Program: Crossfire; simulcast on ABC radio and ABC-TV; Wednesday, 9:30-10 p.m.**
**Producer and Moderator: Gunnar Back.**
**Director: Milton Komito.**
**Panel: Regulars, Elmer Davis, Bert Andrews and Martin Agronsky, and a fourth guest member.**

ABC's full-blown excursion into the realm of Washington news panel programs, for which other networks already have displayed an obvious relish, invites speculation that someday the number of such shows may exceed the dwindling political fraternity of the uninterviewed.

To be sure, ABC has embellished the format with a new twist on its *Crossfire*, a simulcast offered to the full ABC radio and TV networks.

There is a faint suspicion in this corner, however, that the producers of this program may permit the vehicle to deviate from its announced purpose and merely serve as a sounding board for ABC commentators who grace the panel.

"The program is aimed at bringing prominent people in the news to the listeners and viewers," according to ABC. These prominent people are to range the gamut of top government officials, legislators, military or public figures.

The first two programs kicked off with Sen. Richard Russell (D-Ga.), a Presidential hopeful, and Sen. James H. Duff (R-Pa.), one of the leaders of the Eisenhower-for-President movement.

The most immediate reaction to *Crossfire* may be summed up in this fashion:

Since the panel members are established observers in their own right, with news shows of their own, the temptation is overriding to ramble on with their own views. Within the limitations of a 30-minute segment, this defeats the avowed purpose. As a result, *Crossfire's* interviewee finds himself too frequently out of line of fire.

An example of this time-consuming meandering was exhibited by Mr. Agronsky, whose "question" is paraphrased here:

Senator, there's been a lot of talk after that famous Saturday night—when the President announced he would not be a candidate—there was some speculation on the possibility of a Democratic ticket with Gov. (Adlai) Stevenson as President and you as vice president. . . . I understand that you and the governor are what might be called kin folks down south. . . . Now, how would you feel about that possibility, accepting the vice presidential candidacy with Gov. Stevenson as the Presidential candidate?

Sen. Russell, more to the point, replied simply: "My friends are talking about the possibility of me as President and Gov. Stevenson as vice president."

In the first two programs Sen. Russell and Governor Duff both found themselves on the sidelines at times. At the close of the program, both took advantage of the "turnabout" twist and, in summing up the questions, revealed the very weakness of *Crossfire*—that of permitting the panel members to edge out important issues.

The question also arises as to whether such a format may be effectively adapted for simulcast, since there is no attempt to identify the participants after the program gets underway.

Yet, despite these criticisms, *Crossfire* is in its way an intelligently different approach to the news conference idea. With a more properly directed aim and the restraint of distinguished commentators, it could prove stimulating and news-worthy fare in this Presidential election year.

## ABS IMPROVEMENTS

### To Cost Over $100,000

PLANS calling for improvement expenditures of over $100,000 for three Alaska Broadcasting System stations—KFRB Fairbanks, KINY Juneau and KTKN Ketchikan — were revealed last week by William J. Wagner, ABS president.

Plans include acquisition of a building in Seattle, Wash., Mr. Wagner stated, adding that work will begin as soon as approval is received, to be completed by next fall. Additions in equipment, and erection of larger control towers are among improvements scheduled. Subject to FCC approval, KFRB will change from 1290 to 790 kc, with KINY moving from 1460 to 1290 kc, position vacated by KFRB; and KTKN is seeking power increase from 1 kw fulltime to 5 kw day and 1 kw night.

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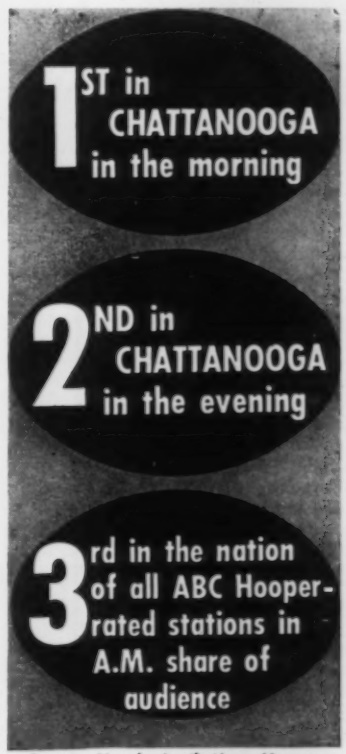
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## TV, MOVIE EXTRA PLAYERS UNDER NEW GUILD PACT

AFFECTING some 3,500 film extras and retroactive to last Oct. 25, wage increases and improved working conditions granting new basic contract worked out between Screen Extras Guild and Assn. of Motion Picture Producers, subject to Wage Stabilization Board approval.

Covering television as well as motion pictures, new contract increases general extra rate from $15.56 to $18.50 per day, stand-ins from $13.90 to $17, dress extras, dancers, skaters, swimmers, riders and special ability extras, from $22.23 to $25; amputees (new classification) $35; comparable increases in other classifications.

Agreement also increases auto allowance from $5 to $7.50, wardrobe allowance set at $2.50 per change with $5 maximum. Carfare allowance increased from 50 cents to $1.25.

Running to Jan. 2, 1958 both SEG and producers have right to reopen contract at start of 1954 and 1956 if cost of living index rises 5% or more above Oct. 15, 1951 figure, SEG has right to reopen contract for negotiation on wage rates only. Guild agreed to cooperate in averting wild-cat: work stoppage by players and pledged cooperation in meeting producer's problems regarding photographing of military personnel. New contract also provides producers carry at least $20,000 insurance on each employed extra player traveling by air and that joint standing committee be created on safety and sanitation to check equipment, wardrobe, etc.

## FM-AM PROMOTION DRIVE IN NEW YORK STATE

FIRST extension of FM promotion campaign beyond original three test areas—North Carolina, District of Columbia and Wisconsin—will be New York State drive starting May 12, according to John H. Smith Jr., NARTB FM director. New York City is not included in plan.

Because some areas in state do not have full FM programming, emphasis will include AM and FM both according to service available.

Committee structure includes H. S. Brown, Rural Radio Network, broadcast chairman; Glenn Sprague, WHAM Rochester, vice chairman; Frank Kelly, WBEN Buffalo, western chairman; Russell Wilde, WFLY (FM) Troy, eastern chairman. Distributor structure includes Ted Pierson, Onondago Supply Co., Syracuse, chairman; Harold Kelley, General Electric Supply Co., Buffalo, western vice chairman; C. J. Ward, Crosley Distributing Co., Albany, eastern vice chairman.

## THEATRE TV DELAY

THEATRE TV hearings were postponed indefinitely last week by FCC, "because of the pressure of other business." Hearings had been scheduled to commence May 5, following several postponements. Last week's notice said that FCC will announce new date "as soon as possible."

## TWO NAMED Y&R VPs

ALEXANDER KROLL, account executive for Kent cigarets and Statler Hotels, and Frank L. Henderson, merchandising executive, Young & Rubicam, N. Y., have been appointed vice presidents of agency.

## WATCH IT GROW

DAILY progress of garden planted outside of Milwaukee's Radio City to be telecast by WTMJ-TV, from planting in April to frost in autumn. Gordon Thomas will direct daily excursions of viewers. Milwaukee County agents as well as guests from U. S. Dept. of Agriculture and U. of Wisconsin will take part in project and appear on weekly roundup programs. Daily telecasts planned, rain or shine.

## IT&T NET INCOME REACHES RECORD LEVEL

CONSOLIDATED net income for International Telephone & Telegraph Corp., New York, during 1951 was highest in organization's 31-year history, $17,992,314, according to annual report issued Friday by President William H. Harrison.

Net, which exceeded previous year's by almost $2½ million, was based on gross income of $297,952,113 as compared with $253,136,029 for 1950. Net earnings equaled $2.60 per share on 6,918,895 shares of outstanding stock. Net income of combined telephone and radio operating facilities was $2,988,451 from gross of $33,357,442, generally higher than in 1950 when net was $1,901,089 on gross of $29,754,906.

Commercial radio equipment orders during 1951 were mainly for microwave radio links, medium-haul carrier equipment and voice-frequency telegraph equipment, it was reported, with about 1,000 miles of microwave equipment —20% of that ordered—installed. TV picture tube sales increased. Inventories of Capehart TV sets were lowered to point where "new and improved line will soon be in production."

## FLORIDA CITRUS RENEWAL

PARTICIPATION by Florida Citrus Commission in NBC-TV *Today* four more weeks beginning April 14, at cost of $42,000, announced Friday. Commercials will stress grapefruit and oranges in 3-2 ratio. John F. Forshew, Lakeland, Fla., manager of J. Walter Thompson Co., said program is "a very outstanding buy at the present time." It is viewed in 30 cities. Funds for renewal come from additional state advertising tax income as result of increased citrus crop estimates.

## ABC GETS NEW LOAN

ABC has borrowed additional $500,000 under bank credit arrangement providing for loans up to total of $3.8 million, Stock Exchange records showed Friday. Loan, made as of March 10 and put into working capital, brings to $2 million amount borrowed under that credit (with Bankers Trust Co., N. Y.) and raises outstanding long-term debt to approximately debt to approximately $11 million, including $784,820 in installments due this year.

## TONI RENEWS SERIAL

TONI Co., division of Gillette Safety Razor Co., Chicago, renews *This Is Nora Drake* on CBS Radio (Mon.-Wed.-Fri., 2:30-2:45 p.m.) for 52 weeks, effective May 5. Agency: Foote, Cone & Belding, Chicago.

# PEOPLE..

ROBERT S. WOOD, recently news divis manager of WOR New York and before with CBS in New York and Washington, na deputy director of Radio-TV Film Divis Office of Price Stabilization.

LEN MATTHEWS, chief timebuyer at Burnett Agency, transfers to account st His replacement, effective April 28, will Ken Fleming, salesman at George P. Holl bery station representative firm in same c

BOB CABITT, promotion and publicity ch WORL Boston, to Hoag & Provandie, sa city, as copywriter. Hank Wilayto, Bos Red Cross disaster service assistant direc to succeed him at WORL.

JOHN C. APPLETON, Grey Adv., N. Y., Ellington & Co., that city, as account execut

RICHARD C. HUNT, formerly Ruthrauff Ryan, Chicago, as account executive, to Buc anan-Thomas Adv. Co., Omaha, as account ex sultant on grocery and drug packaged produc

## GENERAL MILLS ATTEMPTIN EXTENSION OF RATE-CUTTIN

GENERAL MILLS and Knox Reeves Adve tising, agency handling its Wheaties advert ing, attempting to extend to summer of 19 wholesale cut-rate announcement purcha plan introduced this year [B•T,March 1 Feb. 25]. Agency letter to stations asks the acceptance of agreement granting agency, fo General Mills, "first refusal for a similar on minute spot announcement summer campaig for 1953; such first refusal to run to Marc 1, 1953."

Plan for 1952, reportedly rejected by mos major stations, offered one-half of one-tim daytime rates for each of five or 10 spots daily 80% to be broadcast in Class A time. As fo next year, agency letter says: "Naturally, th terms and conditions of any future campaign would again have to be worked out."

## JAHNCKE NAMED TO DIRECT ABC'S RADIO AND TV

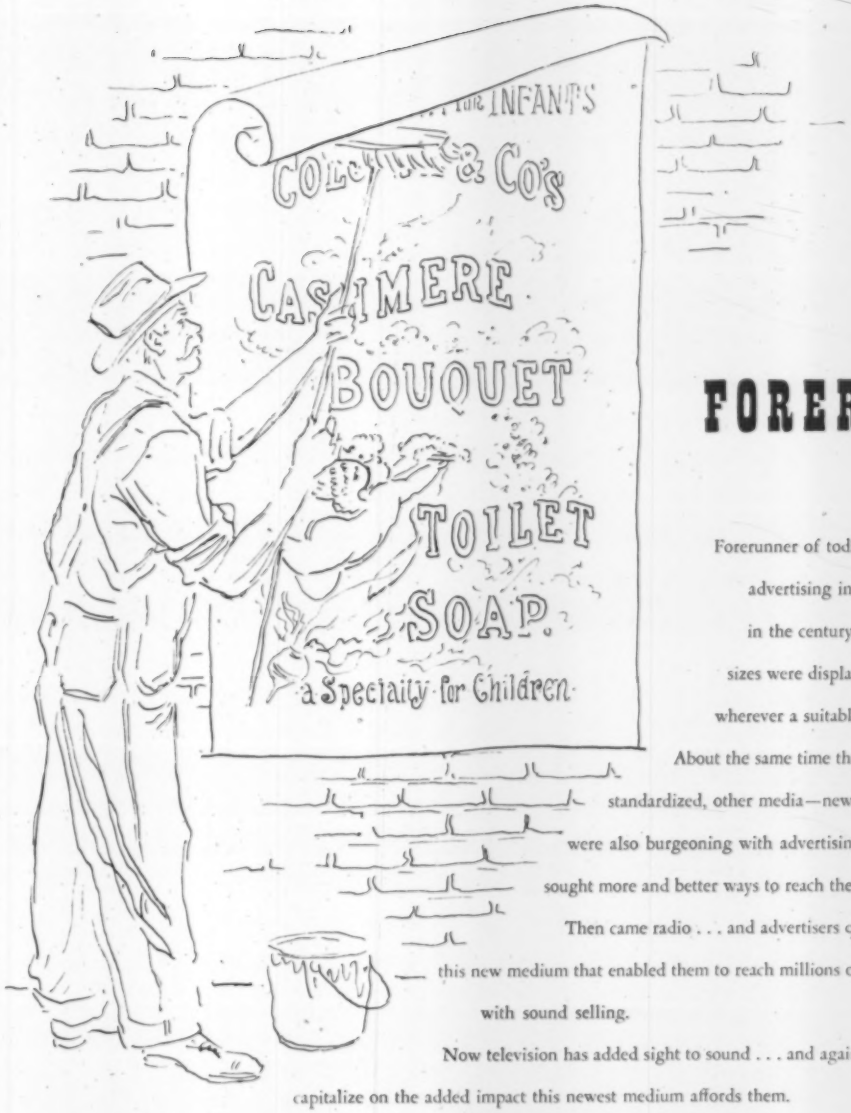
ERNEST LEE JAHNCKE Jr., ABC vice president for radio network, promoted to vice president and assistant to President Robert E. Kintner with responsibility for both radio and television, effiective immediately, it was learned Friday. Charles T. Ayres, vice president for radio sales, advances to Mr. Jahncke's former post as vice president for radio network. Alexander Stronach continues as vice president for TV. Successor to Mr. Ayres as radio sales head not disclosed.

## WICK CRIDER JOINS K&E

WICK CRIDER, vice president in charge of new program development, BBDO, N. Y., appointed vice president in charge of radio and television department of Kenyon & Eckhardt, N. Y., last Friday by William Lewis, president of agency [B•T, April 7). Mr. Crider prior to his BBDO association was with J. Walter Thompson Co.

## CBS-TV CLINIC SCHEDULED

SPECIAL clinic on station operation, in view of FCC's TV thaw, set for Waldorf-Astoria Hotel, New York, May 1-2, J. L. Van Volkenburg, president, CBS Television Network, announced today. Third in series, clinic expected to draw about 500 top executives of 62 TV and 207 CBS Radio affiliates.

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